

# THE BMO CAPITAL MARKETS 16TH ANNUAL interactive entertainment conference

## Agenda\*

- 7:00 a.m. Breakfast, registration and opening of Arcade Room
- 7:45 a.m. **Opening Remarks & Overview** – Edward Williams, Managing Director, Equity Research, BMO Capital Markets
- 8:00 a.m. **Ubisoft (UBIP.PA)** - Yves Guillemot, President & CEO and Alain Martinez, CFO
- 8:30 a.m. **Microsoft (MSFT)** - Mindy Mount, Corporate VP & CFO, Entertainment and Devices Division
- 9:00 a.m. **Electronic Arts (ERTS)** - Peter Moore, President, EA Sports
- 9:30 a.m. **MOBILE/ CASUAL GAMES PANEL**  
**Gameloft (GLFT.PA)** - Alexandre de Rochefort, CFO  
**Glu Mobile (GLUU)** - Eric Ludwig, SVP Finance, Assistant Secretary & CFO  
**Oberon Media, Inc. (Private)** - Tal Kerret, Chairman, Co-Founder & Head of Strategic Partnerships  
**PlaySpan, Inc. PayByCash (Private)** - Kevin Higgins, President
- 10:30 a.m. Break
- 11:00 a.m. **Take-Two Interactive (TTWO)** - Strauss Zelnick, Executive Chairman
- 11:30 a.m. **THQ (THQI)** - Brian Farrell, Chairman, President & CEO
- 12:00 noon **LUNCHEON PANEL - FUTURE OF GAMES**  
**CCP (Private)** - Hilmar Pétursson, CEO  
**Trion World Network (Private)** - Lars Buttler, Founder & CEO  
**WildTangent (Private)** - Alex St. John, Chairman of the Board  
**IGA Worldwide (Private)** - Ken Ripley, EVP, Sales
- 1:00 p.m. Break
- 1:30 p.m. **Nintendo of America, Inc. (NTDOY)** - Reggie Fils-Aime, President & COO
- 2:00 p.m. **International Game Technology (IGT)** - Pat Cavanaugh, VP, Corporate Finance & Investor Relations
- 2:30 p.m. **WMS Industries (WMS)** - Scott Schweinfurth, EVP, CFO & Treasurer
- 3:00 p.m. **Sony Computer Entertainment America (SNE)** - Ian Jackson, VP, Sales
- 3:30 p.m. Conference concludes

*Please note that the following companies are available for one-on-one meetings only:*

<b>November 12</b>	<b>November 13</b>	<b>November 14</b>
Codemasters (Private)	SouthPeak Games (SOPK.OB)	Activision Blizzard (ATVI)



Thurs., November 13, 2008

Grand Hyatt New York  
Park Avenue at Grand Central  
New York City

Presentations: Ballroom C  
Arcade Room: Ballrooms D/E

### Conference Coordinator:

Danleigh Flesch  
Tel: 416-359-4996  
Email: danleigh.flesch@bmo.com

**BMO**  **Capital Markets**

**Ambition, meet execution.**

\*Subject to change