

THE BMO CAPITAL MARKETS 18TH ANNUAL DIGITAL ENTERTAINMENT CONFERENCE

Thursday, November 11, 2010 Grand Hyatt, New York City

Company Presentations Agenda*



TIME	Company Presentations BALLROOM II
7:30 AM	CONFERENCE REGISTRATION AND CONTINENTAL BREAKFAST
8:15	OPENING REMARKS & INTRODUCTION Edward Williams, Managing Director & Sr. Research Analyst, BMO Capital Markets Ballroom II
8:30	Nintendo of America (NTDOY)
9:00	Activision Blizzard (ATVI)
9:30	THQ (THQI)
10:00	Mood Media (MM-T)
10:30	BREAK & NETWORKING
11:00	Take-Two Interactive Software (TTWO)
11:30	WMS Industries (WMS)
12:00 PM	Microsoft (MSFT)
12:30	Sonic Solutions (SNIC)
1:00	International Game Technology (IGT)
1:30	THEMATIC PANEL Everyone Plays: Ways to Make Games Ubiquitous - Every Platform, Every Geography, Everyone Oberon Media (Private), SPIL GAMES (Private)
2:00	GameStop (GME)
2:30	Sony Computer Entertainment America (SNE)
3:00	Gameloft (GLFT.PA, GFT FP)
3:30	OnLive (Private)
4:00	COCKTAILS Ballroom III & IV

*Agenda is current as of 11-10-2010 and is subject to change.

Continued on next page

1on1 meetings will run concurrently with the company presentation agenda
AOL (AOL) and **Electronic Arts** (ERTS) will be hosting 1on1 meetings throughout the day

Lunch will be available from 11:45 a.m. to 1:15 p.m. in the Ballroom Foyer

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Thematic Panels Agenda*



TIME	Thematic Panels BALLROOM V
7:30 AM	CONFERENCE REGISTRATION AND CONTINENTAL BREAKFAST
8:15	OPENING REMARKS & INTRODUCTION Edward Williams, Managing Director & Sr. Research Analyst, BMO Capital Markets Ballroom II
8:30	eVolving the Paid-content Model: High-value Audience Relationships that Pay Journalism Online (Private), F+W Media (Private), Bertelsmann (Private)
9:15	eVideo Services: Managing and Monetizing Premium Content Brightcove (Private), magnify.net (Private), Panvideo (Private)
10:00	Over-the-Top: Catering to Viewers with New Video Services and Devices TiVo (TIVO), Hillcrest Laboratories (Private), Roku (Private), Boxee (Private)
10:45	eMerging Audio Services and eNabling Mobile IP Triton Media Group (Private), Jelli (Private), MuseAmi (Private), Ecast (Private)
11:30	Monetizing the Moment: Enabling the Payment Opportunities in the Emerging Media Marketplace Boku (Private), PlaySpan (Private), Adknowledge (Private), Live Gamer (Private)
12:30 PM	Game Changers: How Game Developers and Publishers Find Profitability in a Dynamic Market Trion Worlds (Private), Epic Games (Private), 4mm Games (Private), Virgin Gaming (Private)
1:15	Presentation appMobi (Private)
1:45	END OF PANELS
4:00	COCKTAILS Ballroom III & IV

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Your ambition achieved.