

**Japan's Top Game Creators,
 Toshihiro Nagoshi of Sega Corp. and Akihiro Hino of Level-5 Inc.
 Hold Talk Show at "TOKYO GAME SHOW 2009"**

From 14:10 to 15:10 on September 27, Event Stage of "TOKYO GAME SHOW 2009"

The Computer Entertainment Supplier's Association (CESA) is proud to announce that two renowned game creators will participate in a creator's talk show, to be held as part of the "TOKYO GAME SHOW 2009" (TGS) and "Japan Game Awards 2009" (JGA), hosted by the CESA as an outsourced event of the Ministry of Economy, Trade and Industry. TGS and JGA are held in conjunction with "JAPAN INTERNATIONAL CONTENTS FESTIVAL 2009" (CoFesta), which is the largest computer contents festival and is being held for the third time in 2009. This year Japan's top game creators Toshihiro Nagoshi of Sega Corp. (Creator of the "Ryu Ga Gotoku" series), and Akihiro Hino of Level-5 Inc. (Creator of "Professor Layton" series) are the main speakers in the talk show.

The talk show is designed to provide opportunities for visitors to gain further insight on the great entertainment value of games, which are representative of Japan's most famous contents, and on the experience of being a game creator through active discussions with participants in the show. We have also included other events to make this year's show even more entertaining.

Creator's Talk Show Overview

Date: 14:10 to 15:10 on Sunday, September 27

Location: Hall Number 1, Makuhari Messe (Chiba, JAPAN)

Participants:



Toshihiro Nagoshi (Sega Corp.)

R&D Creative Officer
 Consumer R&D Group

Producer of a wide range of products including "Daytona USA," "Super Monkey Ball," and "Ryu ga Gotoku" series that have changed the image of the game industry, Toshihiro has created new trends within the industry through his unique philosophies about games.



Akihiro Hino (LEVEL-5 Inc.)

CEO/President of LEVEL-5 Inc.

Akihiro Hino has overseen development of a wide range of games including "Professor Layton" series and "INAZUMA ELEVEN" series, as well as role playing games including "WHITE KNIGHT CHRONICLES," and "Dragon Quest IX: Hoshizora no Mamoribito." He is known for his ability to mix contrasting elements to create hit products.

Hirokazu Hamamura (CEO/President of Enterbrain, Inc.)

Shinya Arino (Comedy duo 'Yoiko')

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About JAPAN INTERNATIONAL CONTENTS FESTIVAL

CoFesta is the world's largest comprehensive contents festival displaying various Japanese contents including games, animation, comic books, characters, broadcast, music and movies, which are renowned throughout the world. This festival is held in conjunction with members of the fashion, design and other industries.

Its goals are to show the world the wide range of

contents produced in Japan, to promote the potential for expansion through collaboration with each other and with new media technologies, and to maintain its position as the largest festival of its type in the world.

<http://www.cofesta.jp/2009/en/index.html>



JAPAN
INTERNATIONAL
CONTENTS
FESTIVAL

About TOKYO GAME SHOW

TOKYO GAME SHOW, showcasing the latest information and developments in the game industry, is the focus of world attention. The Show will be held for four days from Thursday to Sunday, September 24 to 27. TOKYO GAME SHOW 2008 featured an impressive number of exhibitor booths and visitors, and the Show continues to grow as the world's largest computer entertainment show.

<http://expo.nikkeibp.co.jp/tgs/2009/en/>

TOKYO
GAMESHOW
2009

About Japan Game Awards

Japan Game Awards is celebrating its 13th year in 2009. Award category divisions of Japan Game Awards 2009 are as follows: the "Games of the Year Division" for products released in Japan during the previous year; the

"Future Division" for unreleased games exhibited at TOKYO GAME SHOW 2009; the "Amateur Division" for works by amateur individuals, corporations, or other entities; and the "Minister of Economy, Trade and Industry Award" introduced in 2008 to honor individuals who have made significant contributions to the development of the industry. The winners selected by Japan Game Awards Selection Committee will be announced and the awards will be presented during the four days of TOKYO GAME SHOW 2009.

<http://awards.cesa.or.jp/en/index.html>



Japan Game Awards : 2009

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