

2013 will mark the 12th anniversary of The Academy of Interactive Arts & Science's esteemed D.I.C.E. Summit

- The most well-respected and prestigious video game conference in the industry
- Honors interactive entertainment culture and all creative culture in our rapidly changing global theater
- A celebration of great ideas and great entertainment
- Themes pay homage to the pillars for which this conference was founded - Design, Innovate, Communicate and Entertain
- Unparalleled networking opportunity with the key decision makers in the interactive entertainment industry



"... at the annual DICE summit (Design, Innovate, Communicate, Entertain--the Davos of the gaming world) ... pretty much every CEO in the industry will be there."

Adam Fisher
TIME

DESIGN.
INNOVATE.
COMMUNICATE.
ENTERTAIN.™

Press:

- Total articles generated from D.I.C.E. nearly doubled (226 to 418!) from 2011 to 2012
- Potential audience reach increased 36% from 452 million to 613 million!

Notable Past Speakers



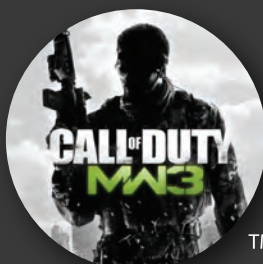
Marc Eckō
Founder and Chief Creative Officer of Marc Eckō Enterprises, a billion-dollar global fashion and lifestyle company



Dr. David Gallo
Pioneer in the use of robots and submarines to explore the Earth's oceans



Todd Howard
Designer, director, and producer at Bethesda Game Studios, where he's led the creation of Fallout 3 and The Elder Scrolls game series



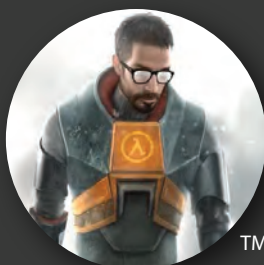
Bobby Kotick
CEO and president of Activision-Blizzard, publisher of Call of Duty and World of Warcraft



Stan Lee
Former president of Marvel Comics and co-creator of the Avengers and Spider-Man



Shigeru Miyamoto
Nintendo producer and father of Mario and the Legend of Zelda



Gabe Newell
Co-founder and managing director of Valve, developers of Half Life, Portal, and the Steam digital distribution service



Gore Verbinski
Oscar winning director of the Pirates of the Caribbean film series and Rango



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To me, DICE is like the watering hole of the industry. Executives from rival publishing houses and enemy platforms laugh and party it up with each other as if they were the best of friends.

Dean Takahashi
VentureBeat

The presentations at the annual DICE Summit are meant to be something like the videogame industry's version of TED talks, big-think speeches meant to inspire gamemakers with new ideas."

Chris Kohler
Wired



Among the attendees, the 2012 D.I.C.E. Summit was host to **133** CEOs, Presidents, and Founders!

Speaker Experiences



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All the people you want to talk to are right here.
Dr. Ray Muzyka
Co-Founder, and CEO of BioWare
Senior Vice President and General Manager of the BioWare Label of Electronic Arts



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It's fun. It's fun to meet up with old friends and make new ones.
David Jaffe
Game Designer
Eat Sleep Play



TM

It's not your typical trade show where you're slapping out business cards like crazy. You actually have the time to have conversations, which is really cool.
TJ Galda
CG Supervisor
Technicolor Creative Services

The New York Times™

TIME™



TM

VentureBeat™

WIRED™

VIP Attendance and Views:
681 total attendees to the DICE Summit.

800 VIP attendees to the Awards Show.

750,000+ on demand video views of our keynote Todd Howard within the first two weeks online.

Electric Playground covered the event extensively including two "specials" broadcast pieces that were syndicated nationally in the US with over 2.1 Million viewers reached with additional coverage in Canada.