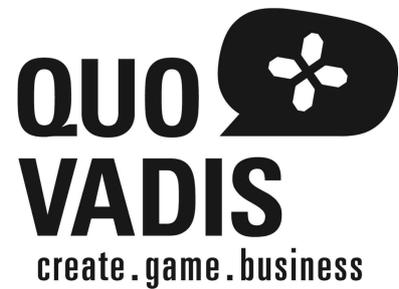


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Press Release

One-time, special advance purchase offer for game developers' conference:

Quo Vadis Sales Day: Get 20 Percent off on all Tickets on February 20th

- **24-hour ticket drive to celebrate the most comprehensive line-up of speakers in the conference's thirteen-year history**
- **Appearing in Berlin: Sledgehammer Games, BioWare, Ubisoft, Remedy Entertainment, GREE, Quantic Dream, Crytek, and many more.**

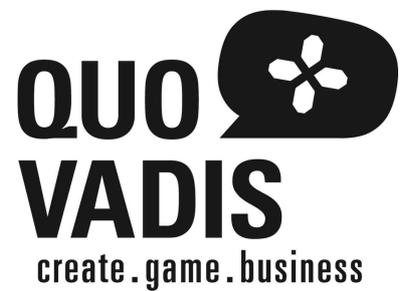
Berlin / Mülheim a.d. Ruhr, 16 February 2015: Aruba Events celebrates the biggest line-up of speakers ever to appear at Quo Vadis in the thirteen-year history of the conference (Berlin, April 21 to 23) with a special Sales Day. This one-time-only campaign will run for exactly 24 hours: On Friday, February 20, a 20-percent discount will be granted on all advance tickets purchased on www.qvconf.com/tickets between 0:00 and 24:00 hours.

"Our Sales Day is a thank-you to the European and international games industry, whose members have been supporting Quo Vadis since 2003 with first-rate expert lectures, workshops and discussion rounds. At the same time, it is an invitation to all those who haven't attended Quo Vadis before but are interested in learning more about the future of game development, its economic significance and, of course, the brains behind some of the world's most successful computer games," according to Quo Vadis organizer, Stephan Reichart.

True to the meaning of the Latin name of the conference, *quo vadis* – "Where are you going?", the gathering is a platform for debate on the development of the games industry as a whole, on future trends and challenges. Over the last few years, Quo Vadis in Berlin has evolved into Europe's think tank for the future of the games industry. Some of the leading minds of the international developer scene have announced their appearance at this year's event.

Masterminds Glen Schofield and Michael Condrey of Sledgehammer Games are two of the people behind "Call of Duty", one of the best-selling game series in the world. BioWare's Dorian Kieken will share his extensive knowledge of the

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development of the multi-award-winning “Mass Effect” series. With Ed Fries, Quo Vadis welcomes the man who made Microsoft a game company. Fries built the Microsoft Game Studios and was heavily involved in the development of the first XBOX. Christopher Schmitz, Development Director at French game developer Quantic Dream, along with “Dead Island” and “Dreadnought” developer Yager Development, Crytek, Remedy, and many more of the industry’s top stars and studios will deliver presentations. The first 40 out of over 100 sessions are listed online on <http://qvconf.com/all-sessions-quo-vadis-2015>.

In addition to the Sales Day, Aruba Events announces its media partnership with Gamesindustry.biz Germany. As Christoph Holowaty, editor-in-chief of GamesIndustry.biz Germany, notes: “We have always looked at media partnerships as being something more than the exchange of logos. This year we are kicking off the media partnership between Aruba Events, Quo Vadis and GamesIndustry.biz with extensive coverage during the run-up and from the conference itself, which has become one of the prime meeting points for the entire European games industry.”

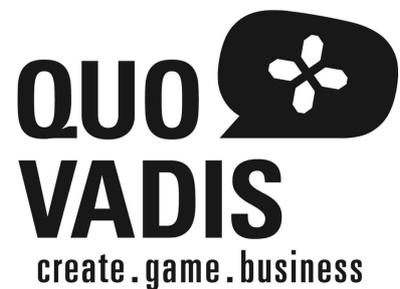
In 2014, a total of 170 speakers presented 110 lectures and workshops which addressed current developments in the computer and video game industry. Having hosted over 2,500 visitors in 2014, Quo Vadis is about to nearly double its capacity in 2015. The established venue, Café Moskau, will be augmented by Berlin’s nearby Kino International, where the keynote presentations and other featured talks are to be held. Quo Vadis has reserved a whopping 800 sqm of floor space for the “Pitch & Match” business format which will be introduced at the conference to support games companies in their targeted business development activities by providing a forum for meetings with potential partners and associates. For all the details, and to purchase Quo Vadis tickets, please visit www.qvconf.com.

The 20-percent Sales Day rebate cannot be combined with other discount codes.

About Quo Vadis – create.game.business

True to the meaning of the conference’s Latin name, Quo Vadis – “Where are you going?”, the conference is a platform for debate on the development of the games industry as a whole, on future trends and challenges. Quo Vadis has established itself as the most important international game developers’ conference in Germany, and is Europe’s think tank for the future of the entire industry. The event has been held in Berlin since 2007 and drew more than 2,500 visitors in 2014. Featuring a broad range of panel discussions, presentations and workshops, the developer-focused conference provides an insight into industry trends and is the centerpiece of the concurrent INTERNATIONAL GAMES WEEK BERLIN. Quo Vadis is organized by Aruba Events GmbH. Learn more about Quo Vadis on www.qvconf.com.

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About INTERNATIONAL GAMES WEEK BERLIN

The INTERNATIONAL GAMES WEEK BERLIN from April 21–26, 2015 is the leading cross-industry communication and networking platform for games business, development and culture in Europe. Over six days, the umbrella brand combines more than ten events for industry representatives and game enthusiasts alike. In 2014, about 10.000 international and German game developers, publishers, investors and representatives of public institutions and the media industry as well as gamers, families and fans came to Berlin. During the INTERNATIONAL GAMES WEEK BERLIN, a variety of events take place, including the opening event Opening Summit, the German Games Award, the games business and development conference Quo Vadis, the independent video games festival A MAZE. / Berlin, Gamefest at the Computer Games Museum, Womenize!, Matchmaking Dinner, Making Games Talents, CGC BarTalk, Apps World Germany, and many more. The INTERNATIONAL GAMES WEEK BERLIN follows in the footsteps of the DGT – Deutsche Gamestage – an event initiated by the Medienboard Berlin-Brandenburg in Berlin in 2007. Medienboard Berlin-Brandenburg supports many of the individual events. Information on www.gamesweekberlin.com.

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