



MONTREAL INTERNATIONAL GAME SUMMIT 08

For immediate release

The Montreal International Game Summit has a new Executive Director

Alain Lachapelle joins Alliance numérique to manage the 5th edition of MIGS

Montreal, February 14, 2008 – The Board of Directors of Alliance numérique (AN), the organizer of the Montreal International Game Summit (MIGS), is proud to announce the appointment of Alain Lachapelle as the new Executive Director of the Summit. Alain will be heading up this year's Summit, to be held at the Palais des congrès de Montréal from November 6 to 7, 2008. Alain Lachapelle was previously Manager of Marketing and Sponsorships at the Festival de nouveau cinéma de Montréal. He succeeds Jean-Pierre Faucher.

"Alain Lachapelle brings a fresh perspective that will ensure the Summit continues to grow and develop, following a fourth edition that set the record for content quality and attendance of more than 1200 participants. Mr. Lachapelle's versatility and his expertise in marketing, event planning and sponsorships, as well as in communications in general, are sure to be precious assets for the Summit," said Solange Blanchard, General Manager of Alliance numérique.

About Alain Lachapelle

Holder of a BA in Political Science, Alain Lachapelle was most recently a member of the team of the Festival du nouveau cinéma. He is also one of the founders of *Qui lait cru?* (2004-2006), a project that earned him the best entrepreneur award at the Quebec Entrepreneurship Contest in 2005. He was employed by the National Assembly and the province's executive council, the ministère du Conseil exécutif, in Quebec City. He has also worked for TOHU, Montreal's circus arts complex (2001-2004).

About MIGS

MIGS was created in 2004 to serve members of the video game industry, which currently employs over 5,000 people in Quebec. The gathering promotes the transfer of knowledge and expertise, raises the international profile of the Quebec video game industry and cultivates information-sharing and dialogue among industry stakeholders. A specialized top-level event, MIGS touches on a comprehensive selection of game development topics, including artistic creation, game design, production and programming.

For more information about MIGS, to register for the event or to sign up for the MIGS Newsletter, visit the MIGS website at www.sijm.ca.

About Alliance numérique

Alliance numérique, Quebec's digital industry network, is dedicated to supporting and accelerating the growth and competitiveness of the industry. Focusing its efforts on private companies and SMBs, it has more than 200 members in the game, eLearning, education and Internet services and applications sectors. For anyone seeking to work with professionals in the field of interactive digital content, Alliance numérique is the gateway.

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For more information or obtain a photo, contact:

Olivier Champion

Director of Communications

Alliance numérique

Phone: (514) 848-7177, ext. 310

email: ochampion@alliancenumerique.com