

[MEDIA ADVISORY]

CGE 2K10

CLASSIC GAMING EXPO™ ANNOUNCES DATES FOR 2010 SHOW

Video Game Designers, Players, Collectors and Fans Will Invade Vegas This Summer

March 5, 2010—CGE Services Corporation has announced that the 2010 Classic Gaming Expo will rock Tropicana Las Vegas on the weekend of July 31 and August 1, 2010.

Now in its 12th year as the ultimate destination for retro-gaming aficionados, Classic Gaming Expo introduces the pioneers of video game design to the players who grew up with their creations. In previous years, the special guests at CGE have included such dignitaries as Ralph Baer (the “father of home video games”), Nolan Bushnell (co-founder of Atari Inc.) and million-selling game designers like Al Alcorn (*Pong*), David Crane (*Pitfall!*) and Rob Fulop (*Demon Attack*). Luminaries like these will present keynote speeches at CGE 2K10, where they will reveal the behind-the-scenes stories of their greatest hits, answer questions and sign autographs for fans. Please check the official CGE Web site at www.cgexpo.com for an updated list of “alumni” who are expected to appear at this year’s show.

A major portion of the expo is devoted to retailers and collectors who buy, sell and trade games, peripherals and gaming memorabilia. The main floor is a giant showroom for vintage game vendors as well as publishers who create new games for classic systems. Classic Gaming Expo regularly attracts hardcore video game collectors from around the world; many of the rarest and most valuable games have changed hands at CGE. Yet there are also plenty of bargains to be had. Parents can introduce their kids to the Atari games they played as teenagers...collectors can fill the holes in their Nintendo libraries...amateur video game historians can learn about rare prototype games and game systems. Classic Gaming Expo meets all of these needs and more.

One of the show’s most eye-opening exhibits is the CGE Museum, where over 1,000 of the most desirable video game artifacts are put on public display. These are the “holy grails” of video game collectors—one-of-a-kind prototypes, limited-edition collectibles, rare hardware and ephemera. In previous years, the CGE museum has proudly displayed such precious items as the ultra-rare *Stadium Events* NES game (a copy recently sold for over \$13,000), the *Nintendo World Championships 1990* cartridge (both the gray and gold versions, valued at \$18,000 and \$5,000 respectively), unreleased Atari systems and much more.

Other attractions at Classic Gaming Expo: live music, a variety of game tournaments, dozens of classic arcade games set up for “free play” (no tokens or quarters necessary!) and plenty

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of classic home game systems available for attendees to walk up and play at their leisure.

Another popular highlight is the Saturday-night CGE auction, where rare games, systems and memorabilia are sold to the highest cash bidder in a raucous atmosphere of collector camaraderie and one-upmanship.

Classic Gaming Expo 2010 is open to the public; gamers of all ages are welcome. The "Early Bird" admission price is \$25 for a weekend pass if you register on the CGE Web site before May 31st. The second-tier "advance registration" price will be \$30 between June 1st and July 1st, or passes can be had at the door for \$35. Admission is free for children 8 years old and under. Click the "Discounts" tab at www.cgexpo.com for information on Tropicana Las Vegas' special room rates for CGE attendees.

Please visit www.cgexpo.com for more details.

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ABOUT TROPICANA LAS VEGAS

Nestled in the heart of the famed Las Vegas Strip, Tropicana Las Vegas is a true Las Vegas landmark. The historic property is currently transforming itself into a vibrant, South Beach, Miami themed escape. The revitalized Tropicana Las Vegas will feature a fresh resort atmosphere, bright tropical colors and a sizzling nightlife scene. Construction is scheduled for completion in 2010 and includes the redesign of every hotel room and suite, the casino, the world-famous pool area, several new restaurants, bars, a new poker room, a new race and sports book, and nightclub. For additional information on events, amenities or availability call 702-739-2222 or visit troplv.com.

ABOUT CGE SERVICES CORPORATION

Classic Gaming Expo is a production of CGE Services Corporation. Currently in its 12th year, Classic Gaming Expo remains the industry's only annual event dedicated to celebrating and preserving the history of electronic entertainment, bringing together industry pioneers, gaming enthusiasts and the media for the ultimate experience in learning, game-playing and networking.