



The Dubai Challenge

World Game Championship

ARE YOU GAME?



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Game On for Arcade Fans

Dubai, UAE, March 5, 2009: Thanks to a partnership announced today between Magic Planet, the region’s popular family entertainment outlet, and Index Conferences and Exhibitions, arcade game fans and simulator experts will be pitting their skills against each other for the chance to win top prizes worth up to AED 100,000 in the World Game Championship 2009.

Taking place over the next six months around the GCC, six heats will find the best gamers, who will then go on to compete in a final showdown at the Dubai World Trade Centre in October.

The grand finale will take place during the Dubai Game Expo, an event being held under the patronage of His Highness Sheikh Majid Bin Mohammed Bin Rashid Al Maktoum, Chairman of the Dubai Culture and Arts Authority.

Silvio Liedtke, General Manager, Magic Planet, said: “We aim to make this competition a favorite annual event and a world class show for gamers and spectators. This partnership gives us a great platform and combines our strengths so we can deliver the best arcade contest in the world, in terms of player skills and the prizes up for grabs. The popularity of gaming events is soaring and we expect this to be a fantastic event.”

Starting in Muscat, Oman, in April and lasting throughout the summer, the elimination rounds for the World Game Championship 2009 will take place at Magic Planet outlets in Bahrain City Centre, Sharjah City Centre, Ajman City Centre, Deira City Centre and Mall of the Emirates.

Following the inaugural event in 2008, Magic Planet and Index Conferences and Exhibitions are expecting contestants from more than 50 countries to compete this year playing a number of arcade favorites combining skill, strength and simple good fortune. The official media partner MTV Arabia will be broadcasting the tournament eliminations as segments on their show.

Gamers, for example, may fancy their chances against the machine in ‘Deal or No Deal,’ a contest that involves a huge amount guess work. Players who have honed driving skills on race simulators can test their talents in ‘Sega Rally,’ a simulated contest that emulates the thrills of the circuit. Gym regulars wanting to prove their upper body strength will no doubt be queuing up for the American High Striker contest and aiming to send the puck the furthest up the scale. Basketball and soccer simulations are also expected to be popular.

Engr. Anas Al Madani, Vice President of Index Conferences and Exhibitions, said added: “Our achievements last year were beyond expectations; it was our maiden event and for a debut, we had very ambitious objectives, especially when it came to gathering thousands of gamers.

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“This momentous first year gave us vital information about the gaming industry in this part of the world, the most significant being that the Middle East is now the most potent gaming market globally – it is clear we have emerged from being conservative to competitive,” he added.

For more details about the World Game Championship 2009 please visit www.worldgamechampionship.com.

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About Magic Planet:

Magic Planet is developed by MAF Properties and managed by the Leisure and Entertainment division of MAF Ventures, one of the major operating companies of the Majid Al Futtain Group. The Magic Planet brand is a family entertainment facility that provides amusement for all age groups, featuring video and redemption games, family rides and thrill attractions.

It is one of the leading providers of entertainment products and services from major suppliers in Europe and North America. There are currently eight Magic Planets across the region. They are located at Mall of the Emirates, Deira City Centre, Sharjah City Centre and Ajman City Centre in the UAE and are also present in Oman at Muscat City Centre. Magic Planet also operates at Maadi City Centre and Alexandria City Centre in Egypt.

About Index Conferences & Exhibitions Org.:

Established in January 1991 as a 100% UAE national company, INDEX specializes in organizing international, national and regional medical, scientific and trade conferences and exhibitions. INDEX Conferences and Exhibitions Org Est is a member of the FDI World Dental Federation, International Hospital Federation (IHF) and several other international organizations, with a worldwide network of agents. INDEX also shares a working joint venture with recognized government associations and offers the best of all services with a dedicated and professional team.

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