



Johannesburg South Africa, 12 October 2009

rAge 2009 Bucks Downturn and Grows Attendance Figures

The seventh rendition of rAge 2009 has bucked the economic downturn and grown its attendance figures compared with 2008 against a global backdrop of consumer shows suffering significant drop-offs in attendance figures of around 30%. The powerhouse gaming and technology expo showcased the biggest names in the industry and provided exhibitors with a prime sales and marketing platform.

Michael James, show director for rAge 2009 is exceedingly pleased with the results. "The fact that we had an extremely successful show supports our initial indications that South Africa's technology and gaming industry is proving to be recession-resilient. The equipment and gear featured at this year's show sold like hotcakes and are by no means low-cost ticket items. It shows the growing maturity of the gaming industry in SA and the disposable income of South African gamers," explains Michael.

The annual rAge expo serves as a barometer of what is happening in the gaming and technology industry in Africa. "We were very aware of the economic environment in which we find ourselves this year and maintained conservative expectations of even equalling last year's visitor figures. We are thrilled to have grown our figures by 6% from last year with a total of 19,488 visitors this year. The expo's consistent year-on-year growth is also attributed to the phenomenal support it enjoys from our exhibitors who invest enormously in marketing their participation to their clients. 1,822 NAG LAN tickets sold out in a record two days and was an exceptionally successful event, also boasting its highest number of gamers to date. When you add the 340 Telkom Do Gaming VIP players, there was a record total of 2,162 players in the LAN this year, making it one of Africa's largest LAN's," says Michael. The NAG LAN is proudly sponsored by Powerplay, D-Link, Intel and NAG Magazine.

The gaming and technology industry seems to be benefitting from the need for escapism from the global economic crisis. Media Control GfK International predicted that global videogame sales would grow from \$32 billion in 2008 by 12% to \$36 billion during 2009 (excluding rental revenue). This scenario paints similar flashbacks to the Great Depression in the 1930s when movie theatres were packed despite the worst economic crisis in world history.

“Some of the highlights that featured at rAge 2009 were the launch of FIFA 10, the Idols Lips playoff (featuring Graeme Watkins vs Munro du Toit), and the Guitar Hero: World Tour SA National Championships.”

About Tide Media

Tide Media is a South African based company, whose primary focus is publishing NAG Magazine, SA Computer Magazine (SACM) and organizing and running the annual rAge Expo. Through various initiatives, Tide Media has been instrumental in growing the computing and entertainment technology industry in South Africa with the magazines, retailers and in particular, the rAge Expo. Tide Media is dedicated to delivering accurate and relevant content about the past, present and future of entertainment and technology.

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Date: October 2009