

**Third Annual GAME U on XBOX 360 College Tour to Stop at 30 Major Colleges
Hot New Spring Games from XBOX, EA, Sierra, UbiSoft, U.S. Army,
Konami and Eidos take Center Stage**

SAUSALITO, CA – March 5, 2007 – The country's premier video game tour, GAME U on XBOX 360, is slated to put the pedal to the metal again – this time with what promises to be the most entertaining college tour to date. Over the next two months, the tour, which is also presented by IGN.com and American Suzuki Motor Corporation, is expected to reach 50,000 videogame enthusiasts at 30 universities.

GAME U on XBOX 360 reaches the heart of the game-playing community – young adult college students. These videogame enthusiasts and trendsetters will get their first opportunity to play many brand new games on this tour. Games to be featured include: NBA STREET Homecourt, NCAA March Madness 07 and Def Jam: Icon from EA, America's Army: Special Forces, Tom Clancy's Ghost Recon Advanced Warfighters 2 from UbiSoft, F.E.A.R from Sierra, Dance Dance Revolution Universe from Konami, Battlestations: Midway from Eidos, as well as, Crackdown, Fusion Frenzy and Gears of War from XBOX. There will also be a Game Informer's Halo 2 Challenge Competition at each stop and a PGR3 Race Competition.

"The videogame market continues to explode with many new options," said Game Live Events' Founder Antonio Capretta. "Because we have the largest video game tour in the country, we have the privilege of giving this influential group of hardcore, causal and competitive gamers the first look at cutting-edge games."

The rubber meets the road for this tour on March 5th at Arizona State University. The tour will end on April 25th at University of Tampa.

"As future-forward marketers, we know that traditional advertising alone won't reach the 18 to 25 college students," said Navigame President Andrew Klein. "What does reach this group is a combination of live and online experiences that makes an indelible impression."

Beyond the games, each stop on this tour will feature more than 30+ Norcent HD LCD and Plasma Televisions, A Best Buy Cyber Laptop Bar, the Suzuki SX4 60: Second Time Attack Competition -- giving college students an unparalleled gaming spectacle. The event is free admission to all college students.

--MORE--

Game Live College Tour, p. 2

Media Sponsors represented on this tour include: IGN.com, Game Informer Magazine and XBOX.

This rolling event will be the 15th tour in five years organized by Game Live Events. The last one was in the Fall of '06 -- a huge hit among videogame manufacturers, other consumer marketers and more than 40,000+ student gamers. To find out more information, please call: GAME LIVE EVENTS at 415.332.3713 or contact robin@gameliveevents.com.

All game registered trademarks are the property of each respective game publisher and sponsor.

###