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**GAMING GURU JANE MCGONIGAL HIGHLIGHTS TECHNOLOGY TRACK
AT GLOBAL CREATIVE ECONOMY CONVERGENCE SUMMIT**

*The Two-Day Summit Will Feature a Diverse Group of Technology-Focused
Workshops and Panels*

September 2, 2009 (Philadelphia, PA) – On the heels of Innovation Philadelphia’s recent announcement that it will host its second Global Creative Economy Convergence Summit (www.GCECS2009.com), the organization is pleased to reveal that world-renowned game designer and researcher Jane McGonigal will lead the Creative Technologies track as one of the Summit’s keynote speakers. Dr. McGonigal’s speech on “Inventing the Future with Game Design” will be complimented by a networking reception, both of which will be sponsored by Comcast Corporation. A series of other technology-focused workshops and panels will also take place over the course of the two-day Summit.

“Since we held the first Summit in 2006 the presence and role of technology in creative industries has evolved immensely,” said Innovation Philadelphia President and CEO Kelly Lee. “Because of this we are thrilled to have one of the five Summit tracks dedicated exclusively to examining the role technology plays in today’s workforce and how people can use it to strengthen their business.”

Creative Technologies is one of the Summit’s five focus areas and will include the following: Saas – It Takes a Village to Raise a Venture; Social Media Intensive: Launch Your Own Campaign NOW!; Baby Pixars: The New Model for Animations Studios; ABCs of Mobile Technology; Creativity in Music Technology; Leveraging Emerging Web Technologies; Playing for Dollars: The Growing of a Video Game Industry; Technology Enterprises: Live and Learn; and Unlocking Technology: How Open Source Drives Innovation. The other Summit tracks are Creative Economy 201, Creative Entrepreneurship, Creative 21st Century Workforce and Creative Sustainability.

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According to Philadelphia-based Videogame Growth Initiative, the interactive software entertainment (video game) industry is currently one of the best performing sectors in the U.S. economy with 18% growth in 2008 and no end in sight. Research also showed that 25% of gamers are over 50 years old and 40% of gamers are women, which makes Jane McGonigal's keynote particularly timely and relevant for entrepreneurs in the gaming industry.

"As a third generation Philadelphia native I am thrilled to come back to my hometown to participate in the Global Creative Economy Convergence Summit," said Jane McGonigal, Director of Game Research and Development at the Institute for the Future. "The strong response to the Summit demonstrates that the passion to change the world through technology is spreading, and I am pleased to help attendees evaluate how they can utilize alternate reality gaming to strengthen their businesses."

"We are thrilled to have Jane McGonigal as one of our keynote speakers, for she is truly an innovator when it comes to leveraging technology to solve problems," said Lee. "Her valuable insight coupled with the expertise of the other technology presenters will provide an opportunity for attendees to learn from industry-leaders about how emerging technologies have impacted economic growth and will help shape the future of creative economies."

Full registration to the Summit is \$225 and includes all meals and receptions for both days of the Summit, as well as access to all Summit-related panels, workshops, presentations and tours. Individual tickets to keynote presentations may be purchased as well. Tickets for Jane McGonigal's keynote address are \$70 and include access to her presentation and a networking reception.

About the Global Creative Economy Convergence Summit

On October 5-6, 2009 Innovation Philadelphia will host the 2009 Global Creative Economy Convergence Summit, which will bring together entrepreneurs, business leaders, and creative industry professionals to network, exchange ideas, and share information on emerging technology and initiatives that drive a successful creative economy. The Summit will be held at the Pennsylvania Convention Center, located in the heart of Philadelphia at 1101 Arch Street, Philadelphia, PA 19107. Accommodations are available at the Summit's official hotel, the Loews Philadelphia Hotel, conveniently located at 1200 Market Street, Philadelphia, PA 19107. Registration for the two-day Summit is \$225. For more information about the Summit or to register online, please visit www.GCECS2009.com.

About Innovation Philadelphia

Innovation Philadelphia is committed to supporting technology-driven economic growth in the Philadelphia region through growing the region's for-profit creative industries, attracting and retaining young professionals vital to economic growth and fostering entrepreneurship and new ideas. For more information about Innovation Philadelphia and its initiatives, please visit www.innovationphiladelphia.com.

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