



March 4, 2011

To Whom It May Concern:

The Casual Games Association created an international event that continues to draw the leaders of the casual game industry to the city of Seattle every year. For executives in the industry, events like this provide an opportunity to network and to build partnerships across the world. These relationships are key to any business trying to establish a presence in the global market.

Seattle, King County, and Washington State recognize the importance of the video game industry to the economy. Our area is a leader in game development as we are home to two of the three major video game console and game manufacturers: Nintendo of America and Microsoft. In addition, Seattle-based companies like PopCap Games, Real Networks, Microsoft Casual Games, Amazon, and Big Fish Games control a significant portion of the over \$3 billion + casual game market. Not to mention, the Seattle area has most of the country's largest mobile carriers. With an event like Casual Connect drawing such an international crowd, our hope is to have our local industry create and sustain solid partnerships with the international casual game community.

The Casual Games Association brings us this outstanding event and is the only one of its kind. We look forward to having delegates from around the world attend this year's event to exchange knowledge and to build relationships with our local companies and other executives across the country.

Sincerely,

Kristina Hudson
Director
Washington Interactive Network
enterpriseSeattle

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enterpriseSeattle
Incorporated in 1971,
Formerly Known As:
Economic
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