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MEDIA ADVISORY

Event Agenda & Schedule: nDEX: Northern Digital Expo, Presented by Ford

TORONTO, November 1, 2007 – Canada’s gaming, entertainment and technology enthusiasts will have the opportunity to experience the latest in video gaming hardware, games, and all things digital as part of nDEX: Northern Digital Expo, presented by Ford, taking place at the Direct Energy Centre, Exhibition Place in Toronto from November 2-4.

The three-day event will feature a variety of entertaining and interactive options, headlined by the 2007 Ford Major League Gaming Canadian Open – a professional video game competition.

Members of the media can register onsite to gain accreditation to cover nDEX: Northern Digital Expo. Media inquiries regarding nDEX: Northern Digital Expo or the 2007 Ford MLG Canadian Open are welcome by contacting Eric Michalko, Communications Manager at (416) 593-0915, ext. 253 or emichalko@insightsports.com.

The following is an overview of the complete event agenda for nDEX: Northern Digital Expo. For a detailed description of the all the events and activity zones – including the Zellers Playzone, the Exclusive Xbox 360 Play Area, The Panasonic Digital Theatre, the Nintendo Zone, the Amp Energy Guitar Hero III © Challenge, the Old Spice Racing Challenge, the Duracell Cyber Canada Cup and the Game Demo Area – taking place at nDEX: Northern Digital Expo, click [here](#).

nDEX: Northern Digital Expo, Presented by Ford – Features and Activities Schedule

November 2-4, 2007

Direct Energy Centre, Exhibition Place

Toronto, Ont.

**Schedule subject to change.*

Friday, November 2, 2007

12:00 p.m. to 10:00 p.m.

Start	End	Event	Location
12:00 p.m.		Doors Open	
1:00 p.m.	1:30 p.m. 2:00 p.m.	Halo 3 Game Film Analysis Ford Play a Pro – Media	Ford Main Stage Ford Zone
1:30 p.m.	2:00 p.m.	3D Ford Driving contest on True3Di	Ford Main Stage
2:00 p.m.	2:30 p.m. 3:00 p.m.	True3Di presentation Ford Play a Pro (“Tsquared & Neighbor” from Str8 Rippin)	Ford Main Stage Ford Zone
2:30 p.m.	2:45 p.m.	Headplay presentation and game contest	Ford Main Stage
2:45 p.m.	4:00 p.m.	Seneca Arts Presentation	Ford Main Stage
3:00 p.m.	4:00 p.m.	Ford Play a Pro (“Walshy” and “Strongside” from Final Boss)	Ford Zone
4:00 p.m.	4:30 p.m. 5:00 p.m.	Alpha Galates – Live music performance Ford Play a Pro (“Ogre1” and “Ogre2” from Final Boss)	Ford Main Stage Ford Zone
4:30 p.m.	5:00 p.m.	3D Ford Driving contest on True3Di	Ford Main Stage
5:00 p.m.	5:45 p.m. 6:00 p.m. 6:15 p.m.	Protest the Hero – Live music performance 2007 Ford MLG Canadian Open – Halo 2 FFA, Round 1 2007 Ford MLG Canadian Open – Gears of War, Winners Round 1	Ford Main Stage Ford MLG Canada Zone Ford MLG Canada Zone
5:45 p.m.	7:00 p.m.	Headplay presentation and game contest	Ford Main Stage
6:00 p.m.	6:30 p.m.	2007 Ford MLG Canadian Open – Halo 2 FFA, Round 2	Ford MLG Canada Zone

6:15 p.m.	7:30 p.m.	2007 Ford MLG Canadian Open – Gears of War, Winners Round 2	Ford MLG Canada Zone
6:30 p.m.	7:00 p.m.	2007 Ford MLG Canadian Open – Halo 2 FFA, Round 3	Ford MLG Canada Zone
7:00 p.m.	7:30 p.m.	2007 Ford MLG Canadian Open – Halo 2 FFA, Round 4 Protest the Hero – Live music performance Daily Ford Play a Pro Finals	Ford MLG Canada Zone Ford Main Stage Ford Zone
7:30 p.m.	7:45 p.m.	Guitar Hero III © Universal Game Trailer	Ford Main Stage
	8:00 p.m.	2007 Ford MLG Canadian Open – Halo 2 FFA, Round 5	Ford MLG Canada Zone
	8:45 p.m.	2007 Ford MLG Canadian Open – Gears of War, Losers Round 1	Ford MLG Canada Zone
7:45 p.m.	8:00 p.m.	Halo 3 Game Film Analysis	Ford Main Stage
8:00 p.m.	8:30 p.m.	2007 Ford MLG Canadian Open – Halo 2 FFA, Championship Finals	Ford MLG Canada Zone
	8:30 p.m.	Pro Gamer Question & Answer Session	Ford Main Stage
8:30 p.m.	9:15 p.m.	Alpha Galates – Live music performance	Ford Main Stage
8:45 p.m.	10:00 p.m.	2007 Ford MLG Canadian Open – Gears of War, Winners Round 3	Ford MLG Canada Zone
	10:00 p.m.	2007 Ford MLG Canadian Open – Gears of War, Losers Round 2	Ford MLG Canada Zone
9:00 p.m.	10:00 p.m.	Ford Play a Pro (“ShocKWav3” and “Gandhi” from Carbon)	Ford Zone
9:15 p.m.	10:00 p.m.	Guitar Hero III © Free Play (1 vs. 1)	Ford Main Stage
10:00 p.m.		Doors Close	

Saturday, November 3, 2007

10:00 a.m. to 10:00 p.m.

Start	End	Event	Location
10:00 a.m.		Doors Open	Ford Main Stage
	11:00 a.m.	Ford Play a Pro (“Legit” from Str8 Rippin)	Ford Zone
10:30 a.m.	11:00 am.	Halo 3 Game Film Analysis	Ford Main Stage
	11:40 a.m.	Amp Energy Guitar Hero III © Competition – Round 1	Amp Energy Zone
11:00 a.m.	11:30 a.m.	Osi Umenyiora (NY Giants) Question & Answer Session	Ford Main Stage
	12:00 p.m.	Ford Play a Pro (“Karma” from Carbon)	Ford Zone
	12:15 p.m.	2007 Ford MLG Canadian Open – Halo 2 4v4, Winners Round 1	Ford MLG Canada Zone
	12:15 p.m.	2007 Ford MLG Canadian Open – Gears of War, Losers Round 3	Ford MLG Canada Zone
11:30 a.m.	12:00 p.m.	Headplay presentation and game contest	Ford Main Stage
	12:30 p.m.	Osi Umenyiora (NY Giants) Autograph Session	Autograph Area
12:00 p.m.	12:15 p.m.	Seneca Arts Presentation	Ford Main Stage
	1:00 p.m.	Amp Energy Guitar Hero III © Competition – Round 2	Amp Energy Zone
12:15 p.m.	12:30 p.m.	Max the Mutt – Animation School Presentation	Ford Main Stage
	1:30 p.m.	2007 Ford MLG Canadian Open – Halo 2 4v4, Round 2	Ford MLG Canada Zone
	1:30 p.m.	2007 Ford MLG Canadian Open – Halo 2 4v4, Losers Round 1	Ford MLG Canada Zone
	1:30 p.m.	2007 Ford MLG Canadian Open – Gears of War, Winners Round 4	Ford MLG Canada Zone
	1:30 p.m.	2007 Ford MLG Canadian Open – Gears of War, Losers Round 4	Ford MLG Canada Zone
12:30 p.m.	12:45 p.m.	Carbon Computing: Apple Mod Book	Ford Main Stage
12:45 p.m.	2:00 p.m.	NFL EA Madden 08 Challenge with Osi Umenyiora (NY Giants)	Ford Main Stage

1:10 p.m.	1:50 p.m.	Amp Energy Guitar Hero III Competition © – Round 3	Amp Energy Zone
1:30 p.m.	2:30 p.m.	Ford Play a Pro (“GH057ayame” from Carbon)	Ford Zone
	2:45 p.m.	2007 Ford MLG Canadian Open – Halo 2 4v4, Losers Round 2	Ford MLG Canada Zone
	2:45 p.m.	2007 Ford MLG Canadian Open – Gears of War, Losers Round 5	Ford MLG Canada Zone
	2:45 p.m.	2007 Ford MLG Canadian Open – Rainbow Six Vegas, Winners Round 1	Ford MLG Canada Zone
2:00 p.m.	2:30 p.m.	Alpha Galates – Live Music Performance	Ford Main Stage
2:45 p.m.	4:00 p.m.	2007 Ford MLG Canadian Open – Gears of War, Winners Round 5	Ford MLG Canada Zone
	4:00 p.m.	2007 Ford MLG Canadian Open – Gears of War, Losers Round 6	Ford MLG Canada Zone
	4:00 p.m.	2007 Ford MLG Canadian Open – Rainbow Six Vegas, Winners Round 2	Ford MLG Canada Zone
3:00 p.m.	3:45 p.m.	Chris Bosh’s (Raptors) EA Sports Madden NFL 08 Challenge	Ford Main Stage
3:15 p.m.	4:30 p.m.	2007 Ford MLG Canadian Open – Halo 2 4v4, Winners Round 3	Ford MLG Canada Zone
	4:30 p.m.	2007 Ford MLG Canadian Open – Halo 2 4v4, Losers Round 3	Ford MLG Canada Zone
4:00 p.m.	5:00 p.m.	Chris Bosh (Raptors) Autograph Session	Autograph Zone
	5:15 p.m.	2007 Ford MLG Canadian Open – Rainbow Six Vegas, Losers Round 1	Ford MLG Canada Zone
	6:00 p.m.	Amp Energy Guitar Hero III © Competition – Final 13	Ford Main Stage
4:30 p.m.	5:30 p.m.	Ford Play a Pro (“elamitewarrior” from Str8 Rippin)	Ford Zone
	5:45 p.m.	2007 Ford MLG Canadian Open – Halo 2 4v4, Losers Round 4	Ford MLG Canada Zone
	5:45 p.m.	2007 Ford MLG Canadian Open – Gears of War, Losers Round 7	Ford MLG Canada Zone
5:15 p.m.	6:30 p.m.	2007 Ford MLG Canadian Open – Rainbow Six Vegas, Winners Round 3	Ford MLG Canada Zone
	6:30 p.m.	2007 Ford MLG Canadian Open – Rainbow Six Vegas, Losers Round 2	Ford MLG Canada Zone
5:30 p.m.	6:00 p.m.	Protest the Hero – Live Music Performance	Ford Main Stage
		Daily Ford Play a Pro Finals	Ford Zone

5:45 p.m.	7:00 p.m.	2007 Ford MLG Canadian Open – Halo 2 4v4, Winners Round 4	Ford MLG Canada Zone
	7:00 p.m.	2007 Ford MLG Canadian Open – Halo 2 4v4, Losers Round 5	Ford MLG Canada Zone
	7:00 p.m.	2007 Ford MLG Canadian Open – Gears of War, Winners Finals	Ford MLG Canada Zone
	7:00 p.m.	2007 Ford MLG Canadian Open – Gears of War, Losers Round 8	Ford MLG Canada Zone
6:00 p.m.	7:00 p.m.	Protest the Hero – Guitar Hero III © Challenge	Ford Main Stage
7:00 p.m.	7:30 p.m.	Protest the Hero – Live Music Performance	Ford Main Stage
	8:15 p.m.	2007 Ford MLG Canadian Open – Rainbow Six Vegas, Losers Round 3	Ford MLG Canada Zone
	8:30 p.m.	2007 Ford MLG Canadian Open – Gears of War, Losers Finals	Ford MLG Canada Zone
7:30 p.m.	7:45 p.m.	Protest the Hero – Guitar Hero III © Challenge	Ford Main Stage
	8:45 p.m.	2007 Ford MLG Canadian Open – Halo 2 4v4, Losers Round 6	Ford MLG Canada Zone
7:45 p.m.	8:15 p.m.	True3Di Presentation	Ford Main Stage
8:15 p.m.	8:30 p.m.	Guitar Hero III © Universal Game Trailer	Ford Main Stage
8:30 p.m.	9:00 p.m.	Alpha Galates – Live Music Performance	Ford Main Stage
	10:00 p.m.	2007 Ford MLG Canadian Open – Gears of War, Championship Finals	Ford MLG Canada Zone
8:45 p.m.	10:00 p.m.	2007 Ford MLG Canadian Open – Halo 2 4v4, Winners Round 5	Ford MLG Canada Zone
	10:00 p.m.	2007 Ford MLG Canadian Open – Halo 2 4v4, Losers Round 7	Ford MLG Canada Zone
	10:00 p.m.	2007 Ford MLG Canadian Open – Rainbow Six Vegas, Winners Round 4	Ford MLG Canada Zone
	10:00 p.m.	2007 Ford MLG Canadian Open – Rainbow Six Vegas, Losers Round 4	Ford MLG Canada Zone
9:00 p.m.	9:30 p.m.	Alpha Galates – Guitar Hero III © Challenge	Ford Main Stage
9:30 p.m.	10:00 p.m.	Guitar Hero III © Free Play (1 vs. 1)	Ford Main Stage
10:00 p.m.		Doors Closed	

Sunday, November 4, 2007

10:00 a.m. to 6:00 p.m.

Start	End	Event	Location
10:00 a.m.		Doors Open	Ford Main Stage
10:30 a.m.	11:15 a.m.	3D Ford Driving contest on True3Di	Ford Main Stage
11:00 a.m.	12:15 p.m.	2007 Ford MLG Canadian Open – Rainbow Six Vegas, Losers Round 5	Ford MLG Canada Zone
11:15 a.m.	12:00 p.m.	Headplay presentation and game contest	Ford Main Stage
12:00 p.m.	12:15 p.m.	True3Di Presentation	Ford Main Stage
	1:15 p.m.	2007 Ford MLG Canadian Open – Halo 2 4v4, Losers Round 8	Ford MLG Canada Zone
	4:00 p.m.	Ford Play a Pro (TBD)	Ford Zone
12:15 p.m.	12:30 p.m.	Carbon Computing: Apple Mod Book	Ford Main Stage
	1:30 p.m.	2007 Ford MLG Canadian Open – Rainbow Six Vegas, Winners Finals	Ford MLG Canada Zone
	1:30 p.m.	2007 Ford MLG Canadian Open – Rainbow Six Vegas, Losers Round 6	Ford MLG Canada Zone
12:30 p.m.	1:00 p.m.	Protest the Hero – Live Music Performance	Ford Main Stage
1:00 p.m.	2:30 p.m.	Amp Energy Guitar Hero III © Competition – Final 6	Ford Main Stage
1:15 p.m.	2:30 p.m.	2007 Ford MLG Canadian Open – Halo 2 4v4, Winners Final	Ford MLG Canada Zone
	2:30 p.m.	2007 Ford MLG Canadian Open – Halo 2 4v4, Losers Round 9	Ford MLG Canada Zone
1:30 p.m.	3:00 p.m.	2007 Ford MLG Canadian Open – Rainbow Six Vegas, Losers Finals	Ford MLG Canada Zone
2:00 p.m.	2:15 p.m.	Old Spice Racing Challenge – Winners Announcement	Old Spice Racing Zone
	2:30 p.m.	Kyle Wellwood (Maple Leafs) vs. Nelson Triana (Canada’s #1 Pro Gamer)	Ford Play A Pro Zone

2:30 p.m.	3:00 p.m.	Alpha Galates – Live Music Performance	Ford Main Stage
	3:30 p.m.	Kyle Wellwood (Maple Leafs) Autograph Session	Autograph Zone
	4:00 p.m.	2007 Ford MLG Canadian Open – Halo 2 4v4, Losers Final	Ford MLG Canada Zone
3:00 p.m.	4:15 p.m.	Amp Energy Guitar Hero III © Competition – Final 3	Ford Main Stage
		Note: Kyle Wellwood (Maple Leafs) to serve as a celebrity judge	
	4:30 p.m.	2007 Ford MLG Canadian Open – Rainbow Six Vegas, Championship Finals	Ford MLG Canada Zone
4:00 p.m.	4:30 p.m.	Daily Ford Play a Pro Finals	Ford Zone
	5:30 p.m.	2007 Ford MLG Canadian Open – Halo 2 4v4, Championship Finals	Ford MLG Canada Zone
4:15 p.m.	4:30 p.m.	Seneca Scholarship Winner Presentation	Ford Main Stage
4:30 p.m.	5:15 p.m.	Protest the Hero – Live Music Performance	Ford Main Stage
5:15 p.m.	6:00 p.m.	Guitar Hero III © Free Play (1 vs. 1)	Ford Main Stage
6:00 p.m.		Doors Closed	

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