



News Release

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FOR IMMEDIATE RELEASE

SAN FERNANDO VALLEY ECONOMIC SUMMIT TO FEATURE ENTREPRENEUR/VISIONARY NOLAN BUSHNELL

SHERMAN OAKS, Calif – March 19, 2007 – The 2007 San Fernando Valley Economic Summit, co-presented by the Economic Alliance of the San Fernando Valley and California State University Northridge, will be held on Thursday, May 17, 2007 from 7:30 a.m. to 1:30 p.m. at the Sheraton Universal Hotel, in Universal City. It will feature video game pioneer Nolan Bushnell, CEO and founder of uWink, Inc. Bushnell will address entertainment technology and creativity in the 21st century and its significant presence and impact on the Valley region.

Bushnell, known for bringing “PONG,” Atari Corporation, and Chuck E. Cheese’s Pizza Time Theater to the masses, is revered as the “Father of the Video Game Industry.” With uWink, Inc., he and his team have built a social entertainment restaurant concept where guests can order their food, drinks, and entertainment via touch screens at their table. The uWink restaurant prototype is based in the Westfield Promenade Mall in Woodland Hills, and Bushnell plans to open more in the next year.

Over the past 20 years, he has founded over 20 companies, including Catalyst Technologies, Etak, Androbot, and ByVideo, and has provided consulting services to IBM, Cisco Systems, and US Digital Communications.

The 2007 San Fernando Valley Economic Summit is sponsored by Van Nuys – Los Angeles World Airports, and will feature first releases of the 5th annual Economic Forecast of the San Fernando Valley provided by the Economic Research Center at Cal State Northridge and sponsored by Citibank, and the 4th annual San Fernando Valley Real Estate Outlook provided by the Center For Real Estate at Cal State Northridge.

The Summit will also feature California Real Estate Commissioner Jeff Davi, and experts in manufacturing, retail, finance, real estate development, entertainment and international trade. It will also feature an Exhibitor Expo, plus dynamic panels including key growth industry trends – entertainment, manufacturing, and retail; international trade; financing real estate projects; tax/equity optimization structure; “green” buildings’ current issues, including tax incentives/cost trade-offs; and the 2007 apartment market outlook, and single digit vacancy.

Tickets for the Economic Summit are \$125; tables of 10 are \$1,250. To register information, contact the Economic Alliance at 818.379.7000 or www.economicalliance.org

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