



FOR IMMEDIATE RELEASE

Ashley Kim, akim@e3expo.com
Brooke Bancroft, bbancroft@e3expo.com
E³ Media Relations
Phone (310) 967-2900

WWW.E3INSIDER.COM GOES LIVE MAY 10TH TO OPEN E³'S "VIRTUAL DOORS" TO GAMERS

Consumer Web Site Delivers All-New Exclusive "Fan Cam"

LOS ANGELES, May 5, 2004 – E³ Insider (www.e3insider.com), the official consumer Web site of the 2004 Electronic Entertainment Expo (E³), will go live on May 10 – May 14 with improved features and a new one-of-a-kind "fan cam" offering the general public an unprecedented look inside the world's premiere interactive entertainment trade show, the Entertainment Software Association (ESA) announced today.

The site, now in its second year, delivers an all-access virtual tour of E³ that is uniquely available to the official event site. E³ Insider will not only provide the most comprehensive coverage available of the trade-only show, but for the first time ever will offer raw and unedited "fan cam" footage unavailable anywhere else. Through the "fan cam", consumers will be able to see the show through the eyes of a gamer who will have unlimited access to the games and products, exhibit floor, backstage and other restricted areas at the Los Angeles Convention Center (LACC), where the show will be held.

"E³ Insider opens the official 'virtual doors' to E³ so that consumers from around the globe have the opportunity to 'See What's Next' for the computer and video game products that will change the future of interactive entertainment," said Douglas Lowenstein, president of the ESA, the trade association that represents U.S. computer and video game publishers and the owner of E³. "This year's improved site delivers even more exclusive ways to access the show, offering game enthusiasts a uniquely in-depth view of the event that makes E³ Insider the best place on the web to experience the show."

By offering consumers a way to see the show through interactive coverage, photo galleries, video clips, news from exhibitors and interviews with industry leaders, E³ Insider will provide the ultimate virtual show experience. The site drew more than ten million hits during the three days of the 2003 show and double that number in the month after.

E³ is the world's premiere trade show for computer and video games and related products, and will be held May 11 – 14, 2004. The show, now in its tenth year, is owned by the Entertainment Software Association (ESA), the U.S. association dedicated to serving the business and public affairs needs of the companies publishing interactive games for video game consoles, handheld devices, personal computers, and the Internet. For more information, please visit www.e3expo.com or www.theesa.com.

E³ is a trade event, not open to the general public. Only working journalists with qualified media outlets will be eligible to register for media badges. No one under the age of 18 will be admitted, including infants. This policy is strictly enforced.

###