



E³ 2006 EXHIBITOR FACT SHEET

WHAT:

The 2006 Electronic Entertainment Expo (E³), the world's premiere interactive entertainment trade-only event, kicks off at the Los Angeles Convention Center (LACC) May 10-12 for exhibits and May 9-11 for conference and workshop sessions conducted by a panel of more than 175 industry leaders.

More than 400 exhibiting companies representing 90 countries will showcase thousands of the latest computer and video games and technologies within 540,000 net square feet of exhibit space, an area equal to 40 Olympic-sized swimming pools.

- Almost two-thirds of E³ exhibitors (60 percent) will showcase games scheduled to hit store shelves by the 2006 holiday season.
- Exhibitors will display nearly 1,000 never-before-seen games and products.
- Almost half of exhibitors (49 percent) will launch one or more titles for the latest handheld platforms.
- Eleven percent of companies will exhibit one or more games featuring celebrities or other "Hollywood" talent including directors, screenwriters and musicians.
- One-tenth of exhibitors (10 percent) will present one or more games or products including a health or fitness element.
- More than 5,800 flat screen computer and television monitors will be seen on the show floor and in public areas.
- More than 850,000 pounds of equipment will run along the convention ceiling.
- Approximately 79,000 square yards of carpet and other flooring will cover the LACC.
- 110,000 square feet of banners will hang within the LACC during E³ 2006.

Virtual access to E³ 2006 is available to the general public at the official E³ consumer news site E³ Insider (www.e3insider.com) for breaking news and special behind-the-scenes reports from the show floor.

WHO OWNS: E³, now in its twelfth year, is wholly own and operated 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.

NOTE: E³ 2006 is a trade event, not open to the general public. No one under the age of 18 will be admitted, including infants. This policy is strictly enforced.

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Please Note: Data is from the 2006 E3Expo Exhibitor Survey, as well as operations statistics compiled by the ESA.