



MEDIA ADVISORY

E³ 2006 KICKS OFF IN LOS ANGELES MAY 9 – 12

**Show Open to Industry Professionals Only;
Consumers Catch the Action at www.e3insider.com**

WHAT: E³ 2006, the world's premiere computer and video game trade event, will open its doors at the Los Angeles Convention Center to *industry professionals* in one week. Now in its twelfth year, E³ 2006 will host more than 450 exhibitors showcasing the latest never-before-seen computer and video games, products and technologies. Consumers can get an exclusive look inside the show by visiting the official E³ news site, www.e3insider.com, which offers breaking news and special reports from the show floor.

IMPORTANT NOTE: **E³ 2006 is a trade event and is not open to the general public. No one under 18 will be admitted, including infants. This policy is strictly enforced. We appreciate your cooperation in notifying your audience that the general public will not be admitted to this event.**

WHERE: Los Angeles Convention Center (LACC)

WHEN:

Exhibits:

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| Wednesday, May 10 | 11 a.m. to 6 p.m. |
| Thursday, May 11 | 9 a.m. to 6 p.m. |
| Friday, May 12 | 9 a.m. to 4 p.m. |

Early Access Exhibit Hours for Pre-Registered Media and Retailers Only:

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| Wednesday, May 10 | 9 a.m. to 11 a.m. |
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Workshops and Conferences:

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| Tuesday, May 9 | 9:30 a.m. to 5:30 p.m. |
| Wednesday, May 10 | 9:30 a.m. to 5 p.m. |
| Thursday, May 11 | 9:30 a.m. to 5 p.m. |

On-site Attendee Registration:

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| Monday, May 8 | 8 a.m. to 6 p.m. |
| Tuesday, May 9 | 8 a.m. to 6 p.m. |
| Wednesday, May 10 | 8 a.m. to 6 p.m. |
| Thursday, May 11 | 8 a.m. to 6 p.m. |
| Friday, May 12 | 8 a.m. to 4 p.m. |

On-site Media Registration:

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|-------------------|----------------------|
| Monday, May 8 | 10 a.m. to 6:30 p.m. |
| Tuesday, May 9 | 8 a.m. to 6:30 p.m. |
| Wednesday, May 10 | 7 a.m. to 6:30 p.m. |
| Thursday, May 11 | 8 a.m. to 6:30 p.m. |
| Friday, May 12 | 8 a.m. to 4:30 p.m. |

MEDIA CREDENTIALS: Working journalists who wish to register for E³ 2006 must bring photo identification and the required credentials (as outlined in the Online Media Center at www.e3expo.com) to the On-site Media Center at the LACC, West Hall, 2nd Floor, Room 502.

WHO OWNS E³: E³ (www.e3expo.com) is the world's premiere trade show for computer and video games and related products. The show, now in its twelfth 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.

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