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E³ 2004 CONFERENCE PROGRAM ANNOUNCES CALL FOR SPEAKERS

Industry Leaders Invited to Share Knowledge and Expertise at 10th Annual Interactive Entertainment Trade Show

LOS ANGELES – November 12, 2003 – The Electronic Entertainment Expo (E³), the world's leading interactive entertainment trade show, today invited industry leaders from across the globe to apply to speak at the show's conference program. E³ conference speakers provide hands-on training and expertise to the industry professionals who gather annually to acquire insight from this esteemed faculty and to preview thousands of never-before-seen computer and video game related products. The 10th annual E³, "Where Business Gets Fun," is scheduled for May 11-14, 2004 at the Los Angeles Convention Center.

"Each year, we welcome the industry's leaders and visionaries to E³ to help us create an in-depth forum for discussion of the latest trends and cutting-edge advancements that make up the present and future of this rapidly growing and ever-evolving industry," said Douglas Lowenstein, president of the Entertainment Software Association, the trade association that represents U.S. entertainment software publishers and owns E³. "Once again, we aim to offer attendees a strong portfolio of options ranging from development issues and business strategies to content delivery and global trends."

Those interested in speaking at the E³ conference program can apply online at www.e3expo.com until November 21, 2003. Selected speakers will be notified by the end of January 2004.

E³ 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. ESA members collectively account for more than 90 percent of the \$6.9 billion in entertainment software sales in the U.S. in 2002, and billions more in export sales of American-made entertainment software. The ESA offers services to interactive entertainment software publishers including a global anti-piracy program, owning the Electronic Entertainment Expo trade show, business and consumer research, government relations and First Amendment and intellectual property protection efforts.

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.

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