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Ehrin Cummings, ecummings@e3expo.com

E³ Media Relations

Phone (310) 967-2974

E3INSIDER.COM BREAKS INTO THE TOP-FOUR VIDEO GAME WEB SITES DURING THE WEEK OF E³ 2006

E3TV Content Downloaded More Than 100,000 Times

LOS ANGELES, June 7, 2006 – E3Insider.com (E³ Insider), the official consumer web site of the Electronic Entertainment Expo (E³), was the fourth most visited video game web site May 8 – May 12, 2006 according to Alexa Internet Inc., an independent internet tracking company, and doubled visits over 2005 with more than one million unique visitors. The Entertainment Software Association (ESA) said today that the site expanded its content by 250% this year, once again nearly tripling the amount of show coverage available on the site from year to year.

“We continue to be delighted with consumers’ reaction to, and usage of, E³ Insider. The increasing popularity of the site is a reflection of the fact that it offers content only available on the official E³ website, delivering the sights of the show directly to consumers with an unmatched collection of hundreds of show photos, fifty interactive show floor panoramas, and nearly one hundred original videos,” said Douglas Lowenstein, president of the ESA, the trade association that represents U.S. interactive entertainment publishers and owns E³. “We are committed to continuing to offer consumers the most dynamic, unique, and exclusive virtual show experience possible through E³ Insider.”

In its fourth year, E³ Insider 2006 offers several new site enhancements, including the following.

- Created solely for E³ Insider, “**VirtualE3**” offers consumers an unprecedented in-depth behind-the-scenes look at the action-packed exhibit floor. Fifty 360-degree panoramic tours of exhibits before and during show hours are linked to five interactive convention hall maps. Users on the site can literally look around the show floor, immersing them in the excitement of E³.
- “**E3TV**,” E³ Insider’s exclusive video channel, saw more than 100,000 downloads during the show. The channel allows users to download free DVD-quality videos of original content such as: invite-only exhibitor events and press conferences including Microsoft, Nintendo and Sony full, uncut media events; up-to-the-minute show news from E³ Insider’s news program “Floored”; and unedited footage from the “FanCam” including exhibit tours and backstage views of restricted show areas as seen through the eyes of a game fan.
- “**Games & Devices**” gives visitors the opportunity to browse content about all of the products showcased at E³ 2006, including the latest game trailers as seen at the show.

The new site also includes a wide-screen Flash Video Player with customizable play lists; a new homepage with easy-to-navigate content blocks; expanded RSS feeds including feeds for all new content, feeds for each console, and video and podcast feeds; easy to use “Fast Find” drop down menus; and an enhanced blog with permalinks.

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E3Insider.com Breaks Into Top-Four Video Game Websites

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The ESA also said that E³ Insider saw an increase in the number of its sponsoring companies from eight in 2005 to 12 this year. The new sponsors were McDonalds, *Los Angeles Times*, Tylenol Ouch, Bawls Mints, Trailer Park, iBlocs and imeem.com.

E³ 2007 is scheduled for May 16-18, 2007 in Los Angeles. E³ is the world's premiere trade show for computer and video games and related products. The show, now in its eleventh 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.

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