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Cohn & Wolfe for E³

E³ ANNOUNCES SELL-OUT OF 2006 EVENT

LOS ANGELES, March 6, 2006 - The Electronic Entertainment Expo (E³) has sold out of exhibit space for 2006, having sold more than 540,000 net square feet of space covering all five exhibit halls at the Los Angeles Convention Center, the Entertainment Software Association (ESA) announced today. The 2006 E³, the world's premier computer and video game industry trade event, will host more than 400 exhibitors covering space equivalent to more than 40 Olympic swimming pools.

"As the global computer and video game industry enters an important creative and technological transition, the early sell out of E³ affirms the critical importance of this event," said Douglas Lowenstein, president of the ESA, the trade association that represents U.S. computer and video game publishers and owns E³. "As the first place to see the most anticipated next generation hardware and software titles, and the best place to learn about the industry through its unrivaled conference program, E³ 2006 will offer attendees an unparalleled view of the business of games."

E³, now in its twelfth year, will be held at the Los Angeles Convention Center on May 10-12 for exhibits and on May 9-11 for 34 conference and workshop sessions which will be led by an unsurpassed panel of more than 175 industry leaders. For more information, visit www.e3expo.com or the official E³ consumer news source www.e3insider.com for breaking news and special reports from the show floor.

About E³:

E³ 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. For more information, please visit www.e3expo.com or www.theesa.com.

Please Note:

E³ 2006 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.

Attention Media:

E³ 2006 is for the first time offering early access to the show floor on Wednesday, May 10, from 9 – 11 a.m. to pre-registered media only (media who have submitted complete credentials to the E³ Media Relations Team by April 13, 2006). E³ strongly encourages all media to take advantage of online media registration at www.e3expo.com to complete pre-registration for the 2006 show.

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