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E3INSIDER.COM OFFERS NEW EXCLUSIVE FEATURES FOR VIDEO GAME FANS SEEKING AN INSIDE LOOK AT E³ 2006

Official E³ News Site Introduces “Virtual E³” Live 360-Degree Coverage

LOS ANGELES, May 2, 2006 – E³ Insider (www.e3insider.com), the official consumer news source for the 2006 Electronic Entertainment Expo (E³), is now live and offering brand new exclusive features, the Entertainment Software Association (ESA) announced today. Game enthusiasts around the globe can visit E³ Insider for unparalleled virtual behind-the-scenes access to the world’s premiere interactive entertainment trade event kicking off May 10-12 at the Los Angeles Convention Center.

“E³ Insider’s new immersive, highly-interactive Virtual E³, provides game fans with unmatched 360-degree admission to the most exciting and exclusive moments of E³ 2006,” said Douglas Lowenstein, president of the ESA, the trade association that represents U.S. computer and video game publishers and the owner of E³. “From E³ TV coverage at private, invitation-only exhibitor events to live action on the show floor not otherwise available to the general public, E³ Insider’s newly expanded coverage gives the most comprehensive inside look at the world’s most important video game trade event.”

E³ Insider has extended its coverage of E³ with several new features added this year:

- Created solely for E³ Insider, “**Virtual E³**” offers consumers an unprecedented in-depth behind-the-scenes look at the action-packed exhibit floor. Seventy 360-degree panoramic tours of exhibits before and during show hours are linked to five interactive convention hall maps. As the viewer spins each panorama, an arrow on the corresponding map indicates the direction one would be facing on the show floor, creating an immersive experience.
- “**E³ TV**,” E³ Insider’s private video 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 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.
- **2006 E³ Insider Sweepstakes: iBlocs Mix, Share, Play™ & Win!** The general public can enter to win a grand prize trip to meet legendary recording artist and music producer for the Halo 2 soundtrack Nile Rodgers, who will give the winner an autographed Fender Stratocaster Guitar. All those who enter at E³ Insider will receive free E³ special edition iBlocs software, a multimedia application that allows users to mix photos, videos and music into a 3D audio/visual creation.
- “**Games & Devices**” gives visitors the opportunity to browse information about all of the games and products showcased at E³ 2006, including the latest game trailers as seen at the show.

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E³ Insider.com

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Now in its fourth year, E³ Insider 2006 also offers several new site enhancements to heighten the virtual consumer experience of E3Expo. The new site includes: a wide-format Flash Video Player with customizable play lists; a new homepage with drag-and-drop content blocks for greater customization; expanded RSS feeds specific to each console, video-only feeds and blog-only feeds; easy to use "Fast Find" drop down menus; and enhanced blog with permalinks.

E³ Insider attracted a record number of visitors in 2005, with more than 105 million hits and more than 800,000 unique users during the three days of show. The 2005 site was honored with the International Association for Exhibition Management's "Most Innovative Use of Technology Award". Sponsors of the 2006 site include G4TV, Vonage, NPD, *Los Angeles Times*, McDonald's, 20th Century Fox, Trailer Park, iBlocs, GameTrailer and Bawls Mints.

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.

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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