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# E<sup>3</sup> HONORED AS U.S. TRADE SHOW WITH “HIGHEST BUYING POWER”

## *World's Premiere Interactive Entertainment Trade Event Wins Multiple Awards*

Washington, DC – MAY 25, 2004 – The Electronic Entertainment Expo (E<sup>3</sup>) has been designated as the trade show with the “highest buying power” in the nation, the Entertainment Software Association (ESA), the show's owner, announced today. According to a recent survey by Exhibit Surveys Inc., E<sup>3</sup> has the largest percent of attendees who plan to purchase products exhibited at the show within six months.

Separately, the show has been honored with awards for “Best Show Daily,” “Best Overall Web Site,” and “Best Email Promotion Campaign” by the International Association of Exhibit Managers (IAEM). The show is the 31<sup>st</sup> largest trade show in the country, according to *TradeShow Week Magazine's* “Tradeshaw 200” current rankings.

“E<sup>3</sup> management works hard to ensure that the show delivers maximum value for its exhibitors, and we are thrilled to receive the Exhibit Surveys' award, validating our efforts to offer E<sup>3</sup> exhibitors the highest quality attendee base with which to conduct the business of games,” said Douglas Lowenstein, president of the ESA, the trade association that owns E<sup>3</sup> and represents U.S. computer and video game publishers. “We appreciate the recognition by both Exhibit Surveys and the IAEM, and will continue to strive to make E<sup>3</sup> the best trade show on earth for both exhibitors and attendees.”

First held in 1995, the E<sup>3</sup> is the world's largest trade event exclusively dedicated to showcasing interactive entertainment and educational software and related products. In 2004, the E<sup>3</sup> celebrated its 10<sup>th</sup> anniversary, and hosted more than 400 exhibitors in 540,000 net square feet of exhibit space – a total sell out for the show. Sixty-five thousand industry professionals from 87 countries around the globe gathered at the Los Angeles Convention Center (LACC) for the four-day interactive entertainment trade show. E<sup>3</sup> 2005 is scheduled for May 18-20, 2005 in Los Angeles. For more information, please visit [www.e3expo.com](http://www.e3expo.com).

The ESA is 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 \$7 billion in entertainment software sales in the U.S. in 2003, 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.

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