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E³ Media Relations

E³ 2006 HOSTS MORE THAN 60,000 INDUSTRY PROFESSIONALS

***E3Insider.com* Doubled Consumer Visits During E³**

LOS ANGELES – MAY 12, 2006 – The Electronic Entertainment Expo (E³) drew 60,000 industry professionals to the Los Angeles Convention Center, and *E3Insider.com*, the trade event's official consumer news site, attracted double the number of consumers from 2005, the Entertainment Software Association (ESA) said today. This year's combination of on-site and virtual E³ experiences amplified the show's reach well beyond the walls of the convention center, resulting in the most exposure in E³ history.

"E³ is the one and only venue where all of the world's leading interactive entertainment companies convene to launch the industry's next evolution," said Douglas Lowenstein, president of the ESA, the trade association that represents U.S. computer and video game publishers and owns E³. "E³ remains the most important gathering of interactive entertainment industry professionals on the planet, offering attendees unparalleled networking and business opportunities."

In 2006, *E3Insider.com* (www.e3insider.com) received nearly 1.5 million consumer visits during the three days of the show. The site offered consumers around the globe a live E³ experience on the web. *E3Insider.com* provided game enthusiasts virtual admission to E³ with comprehensive and immersive show and exhibitor news, including 360-degree tours of action on the exhibit floor, and DVD-quality E3TV video broadcasts available for download of invite-only exhibitor events and behind the scenes action at the LACC.

The educational conference and workshop program at E³ sold out in 2006 with nearly 2,000 conference attendees. Sessions featured a faculty of more than 175 industry leaders who shared their unique experiences and insight with attendees. E³ 2007 is scheduled for May 16-18, 2007 in Los Angeles.

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.

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Editor's Note: For a media briefing transcript, show photos and additional E³ news, please visit the online Media Center at www.e3expo.com or contact E³ Media Relations at media@e3expo.com.