



MEDIA ALERT -- MEDIA ALERT -- MEDIA ALERT

ONLINE REGISTRATION OPENS FOR ELECTRONIC ENTERTAINMENT EXPO (E3Expo) 2006

WHAT: General and media registration for E3Expo, the world's premiere trade event for the interactive entertainment industry, is available at www.e3expo.com. E3Expo 2006, "Where Business Gets Fun," is the launching pad for the hottest never-before-seen computer and video game software, products and technologies.

New This Year: E3Expo Early Access hours

E3Expo 2006 is offering early access hours to pre-registered media (media who have submitted credentials to the E3Expo Media Relations Team by April 13) allowing access to the show floor during E3Expo's Early Access hours on Wednesday, May 10 from 9 – 11 a.m. We strongly encourage all media to take advantage of the online media registration to complete pre-registration for the 2006 show.

WHEN:

Early Registration for General Attendees:	January until April 7, 2006
Online Pre-Registration for Media:	Now until April 13, 2006
Conference Dates:	May 9 - 11, 2006 (Tuesday – Thursday)
Exhibit Dates:	May 10 - 12, 2006 (Wednesday – Friday)

WHO ATTENDS:

- Leading interactive entertainment professionals from around the world including developers, software publishers, retailers, distributors, industry executives, hardware and accessories manufacturers
- Members of the international financial community including investment bankers, analysts and venture capitalists
- Worldwide electronic, print and broadcast media

Please Note: E3Expo 2006 is a trade event, and is not open to the general public. No one under 18 will be admitted, including infants. This policy is strictly enforced. Submitting the registration request form does not automatically qualify you for a media badge at E3Expo 2006. The management of E3Expo 2006 reserves the right to deny any applicant a media badge.

WHERE: Los Angeles Convention Center

HOW TO REGISTER:

Industry professionals: Visit www.e3expo.com or call 1-877-216-6263.

Media: Working journalists may visit the online media center at www.e3expo.com to submit a registration request. Required credentials, as outlined on the Web site, must be emailed, faxed or mailed to complete the registration process. Qualified media who attended E3Expo 2005 are **NOT** automatically guaranteed a media badge for E3Expo 2006 and are required to submit new credentials each year.

WHO OWNS: E3Expo E3Expo is wholly owned and operated by the Entertainment Software Association (ESA), the U.S. association dedicated to serving the business and public affairs needs of companies publishing interactive games for video game consoles, handheld devices, personal computers and the Internet. For more information, visit www.theESA.com.

CONTACT: Angelina Duran, media@e3expo.com

###