



Los Angeles Convention Center

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**E³ IS BACK AT THE LOS ANGELES CONVENTION CENTER WITH A BANG,
EXPECTING TO DRAW A CROWD OF 40,000 VIDEO GAME ENTHUSIASTS**

June 1, 2009 (LOS ANGELES, CA) – Making a return to the Los Angeles Convention Center (LACC) and its original show format, the 2009 Electronic Entertainment Expo (E³) anticipates attracting tens of thousands of participants June 2-4. The much anticipated unveiling of new technologies and never-before-seen gadgets for computers, video game consoles, handheld game systems, and the Internet will be savored by video game industry enthusiasts and media representing over 80 countries.

The world's premiere trade show for computer and video games, E³ had one of its most successful events in the past 12 years during its last run at the LACC in May 2006. Only a few of the nation's top Convention Centers have the space, technology and expertise to service an event that is as large in scale and intricacy as E³.

This year, LACC expects no exception as its seasoned event services and show operations teams are fully prepared to accommodate the show's plans for increased audience, booth sizes and complexity.

Michael Gallagher, CEO of the Entertainment Software Association (ESA), is scheduled to give a "State-of-the-Industry" address on opening day in regards to the record-breaking sales for the computer and video game industry despite worldwide financial turmoil.

The average US consumer spent 6 times more on video gaming than on movie tickets this year in March alone, and the total video game sales in the US for 2008 was \$11.7 billion as compared to \$9.5 billion in 2007. Nearly 68% of American households are video game fans, with family entertainment the second most popular genre for video games behind action. While the average player is 35 years old, video games have been soaring in popularity with the 50 plus crowd who make up 25% of the total gamers this year. Although there are more male fanatics at 60% of the population, females are not far behind at 40%.

"This year's E³ promises to be quite a sight to see, with the return of a show format that will surely make excellent and widespread use of our facilities," said Pouria Abbassi, P.E., Los Angeles Convention Center General Manager & CEO. "E³ is one of the most anticipated and exciting expositions held at the LACC, and we are proud to once again be the destination of choice for this event. It is an honor for our world-class facility and Los Angeles to host an event that has captured such global interest," Abbassi added.

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This must-attend event for everyone in the global interactive entertainment industry already has high early attendee registration numbers and extensive global media coverage that is generating ample buzz for the vibrant city of angels.

About the Los Angeles Convention Center (LACC)

The Los Angeles Convention Center (LACC) is one of the most technologically advanced convention and exhibition centers in the world. LACC attracts over 2.5 million annual visitors and is renowned internationally as a prime site for conventions, trade shows and exhibitions. With its towering emerald architectural design, the LACC is a well recognized Los Angeles landmark. An integral economic component to the Southern California area, total sales from client secondary spending tops \$1.1 billion annually, generating and sustaining over 12,000 local jobs. LACC is a model environmental-friendly facility. Its solar panels are capable of meeting the electricity needs of an estimated 100 homes, and its recycling, energy efficiency, and water conservation programs help to conserve the environment. LACC is enrolled in the Los Angeles Department of Water and Power's (LADWP) Green Power Program (environmentally-friendly renewable energy resources such as hydroelectric, geothermal, solar, biomass, and wind energy) at a level of 30% of the facilities consumption. The Los Angeles Convention Center is registered with the United States Green Building Council (USGBC) as a member of the Los Angeles and National Chapter and holds the prestigious USGBC LEED certification for existing buildings. LACC is also a proud recipient of prestigious environmental and industry awards including several Planner's Choice Awards presented by Meeting News magazine, multiple Prime Site Awards from the Facilities and Destinations magazine, recognition for model emergency care programs, and was invited to partner with the Environmental Protection Agency's National earth conscious WasteWise Program. For more information about the Los Angeles Convention Center, please call (213) 741-1151, ext. 5319 or visit www.lacclink.com.

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