



Los Angeles Convention Center

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E3 2010 BRINGS THE COMPUTER AND VIDEO GAME WORLD TO THE LOS ANGELES CONVENTION CENTER

For its eleventh year, the Los Angeles Convention Center plays host to tens of thousands of industry video game aficionados and is anticipated to be the most exciting ever

June 15, 2010 (Los Angeles, CA) – With the entire floor space taken up by the best in household video, computer, and online game exhibitors, tens of thousands of attendees walking the show, the three day Electronic and Entertainment Expo (E3) event today opens its doors to the world of video game enthusiasts all under one roof: The Los Angeles Convention Center.

Not every venue has the capacity, technical support and experience to host such a unique and intricate event as E3. Notably, the Los Angeles Convention Center has welcomed E3 through its emerald green glass doors for over a decade.

E3 has taken place at the Los Angeles Convention Center for eleven years:

- 1995- 1996
- 2000- 2006
- 2009
- 2010 (this year)

“For over a decade, the Los Angeles Convention Center venue has hosted and serviced the E3 world-wide event. We look to many more exciting and innovative years of supporting the world’s most important event for the interactive entertainment industry,” commented Pouria Abbassi, P.E., CEO and General Manager of the Los Angeles Convention Center.

Notable E3 statistics:

- E3 will render a \$23 million economic impact for the City of Los Angeles
- 67% of American households play computer or video games.
- Average game player is 34
- In 2010, 26% of gamers were over the age of 50
- The average age of the most frequent game purchaser is 40
- 48% of parents play computer and video games with their children at least weekly

E3 is strictly a trade event and not open to the public. E3 is from June 16-18 at Los Angeles Convention Center.

(more)

About The Los Angeles Convention Center

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. An integral economic component to the Southern California area, total sales from client secondary spending top 1.1 billion annually, generating and sustaining over 12,000 local jobs. LACC is a model environmental-friendly facility, holding the prestigious USGBC LEED certification for existing buildings. For more information, visit www.lacclink.com.

About Entertainment Software Association

The Entertainment Software Association (ESA) is the U.S. association exclusively dedicated to serving the business and public affairs needs of companies that publish computer and video games for video game consoles, personal computers, and the Internet.

About IDG World Expo

IDG World Expo (www.idgworldexpo.com) is a leading producer of tradeshow and events for professionals and consumers seeking world-class education, strategic business relationships, and access to industry-leading products and services. IDG World Expo's portfolio of conferences and events includes Macworld®, Electronic Entertainment Expo® (E3 Expo®) and Anime Expo®. IDG World Expo is a business unit of IDG, the world's leading technology media, research and event company.

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