



**Office of the Mayor
City of Los Angeles**

ANTONIO R. VILLARAIGOSA

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**Contact: Casey Hernandez
(213) 978-0741**

MAYOR VILLARAIGOSA WELCOMES ELECTRONIC ENTERTAINMENT EXPO BACK TO LOS ANGELES

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LOS ANGELES - Mayor Antonio Villaraigosa opened the Electronic Entertainment Expo (E3 Expo) today and celebrated its return to the Los Angeles Convention Center. E3 Expo is North America's premier computer and video game trade show with an estimated attendance of 35,000 people. The three day event is the largest convention held in LA this year and is estimated to generate an economic impact of \$15 million for the city.

“With nearly a half million Angelenos employed by the technology and hospitality sectors, Los Angeles is a perfect fit for E3,” Mayor Villaraigosa said. “Large conventions of this size really infuse the local economy. E3 Expo is an extraordinary showcase of interactive entertainment and technology; industries that continue to provide jobs for thousands of people.”

“A total of 25,000 room nights are connected with E3 Expo and many of those attending will notice that the Downtown LA landscape looks a lot different than the last E3 Expo in 2006,” said Mark Liberman, president and CEO, LA INC., the Los Angeles Convention and Visitors Bureau. “There is an abundance of options for dining, nightlife and culture from L.A. LIVE to the Arts District. Attendees will not be disappointed.”

Mayor Villaraigosa along with Mike Gallagher, President and CEO of Entertainment Software Association (ESA), also signed a letter of agreement signifying the return of E3 Expo to Los Angeles in 2010. ESA owns and operates the trade event where this week influential leaders of the most innovative

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companies in the business will see groundbreaking new technologies and never-before-seen products for computers, video game consoles, handheld systems and the Internet. Attendees hail from more than 80 countries worldwide.

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