

Attn: *City News and Business Section Editors*



Los Angeles Convention Center

“World Class Facility, World Class Service”

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Contact: Felix I. Hernandez
(213) 741-1151, ext. 5319
fhernandez@lacclink.com

THE LOS ANGELES CONVENTION CENTER RAISES THE BAR IN CUSTOMER SERVICE AND RECEIVES HIGH MARKS FROM TOP CITY CLIENTS

Los Angeles, CA (June 29, 2006) — The Los Angeles Convention Center (LACC) proudly announces successful “back to back to back” customer service performance with some of Los Angeles’ top convention center clients: Electronic Entertainment Expo (E³) May 10-12; Digestive Disease Week (DDW) May 20-25; and American Institute of Architects (AIA) June 8-10.

The world’s premiere trade show for computer and video games and related products, E³ drew over 60,000 industry professionals to this year’s event. The recent May 2006 event at the Los Angeles Convention Center was considered to be one of E³’s most successful events in the past 12 years. “E³ is the largest and most technology-sophisticated event of its kind, with a level of complexity that can be supported only by a few of the nation’s top Convention Centers. The Los Angeles Convention Center received high commendations from the E3 client,” praised Katie Callahan-Giobbi, Senior Vice President of Sales, Services and Memberships at LA INC., the marketing arm for the City of Los Angeles.

Digestive Disease Week(R) (DDW), the largest international gathering of physicians, researchers and academics in the fields of digestive diseases drew approximately 16,000 attendees from around the world to Los Angeles. "This year's DDW, which included both educational and social activities, was extremely successful. The attendees enjoyed the meeting and were satisfied with the services offered by both the Convention Center and the City of Los Angeles," said Ellen Silver, Senior Director of DDW Administration.

An organization that creates more valuable, healthy, secure and sustainable buildings and cityscapes, AIA attracted 24,860 registrants at this year’s event, a record number for the AIA annual convention. “The Los Angeles Convention Center was a thrilling, earth-friendly venue and its event management worked tirelessly and seamlessly with our AIA show staff. The resounding positive feedback we got from our attendees, challenges us to ensure that next year’s event exceeds this year’s Los Angeles set standard,” celebrated AIA President Kate Schwennsen, FAIA.

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“Representing this great City, the Los Angeles Convention Center is dedicated to providing all our clients with a ‘World Class’ experience at each and every event hosted at our center. This is accomplished through consistent delivery of top notch service at a magnificently maintained facility and by top tier staff. Los Angeles works hard at enhancing its prominence as the destination of choice for all events,” stated Pouria Abbassi, P.E., Interim General Manager of the Los Angeles Convention Center.

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. The LACC attracts over 2 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, the LACC generates hundreds of millions of dollars in annual secondary spending and over 11,000 jobs to the region. The 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. The LACC is also a proud recipient of prestigious industry awards including several Planner’s Choice Awards presented by Meeting News magazine, multiple Prime Site Awards from the Facilities and Destinations magazine, and recognition for model emergency care programs. For more information about the Los Angeles Convention Center, please call (213) 741-1151, ext. 5319 or visit www.lacclink.com.

About the Electronic Entertainment Expo

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.

About the American Institute of Architects

For almost 150 years, members of The American Institute of Architects have worked with each other and their communities to create more valuable, healthy, secure, and sustainable buildings and cityscapes. AIA members have access to the right people, knowledge, and tools to create better design, and through such resources and access, they help clients and communities make their visions real.

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About Digestive Disease Week

Digestive Disease Week[®] (DDW) is the largest international gathering of physicians, researchers and academics in the fields of gastroenterology, hepatology, endoscopy and gastrointestinal surgery. Jointly sponsored by the American Association for the Study of Liver Diseases (AASLD), the American Gastroenterological Association (AGA), the American Society for Gastrointestinal Endoscopy (ASGE) and the Society for Surgery of the Alimentary Tract (SSAT), DDW takes place May 20-25, 2006 in Los Angeles, California. The meeting showcases more than 5,000 abstracts and hundreds of lectures on the latest advances in GI research, medicine and technology.

About LA INC.

LA INC. is a private, nonprofit business association dedicated to marketing Los Angeles as a premier destination for meetings, conventions and leisure travel. Though not part of city government, LA INC. is recognized as the official visitor promotion agency for the city of Los Angeles.

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