



Los Angeles Convention Center

“World Class Facility, World Class Service”

For Immediate Release

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THE LOS ANGELES CONVENTION CENTER SALUTES MORE THAN 35,000 FANS OF THE FORCE DURING SUCCESSFUL *STAR WARS*[™] CELEBRATION IV CONVENTION

LOS ANGELES, CA—JUNE 11th, 2007—In celebration of the 30th anniversary of the *Star Wars*[™] Saga, the Los Angeles Convention Center welcomed Lucasfilm Ltd. and Gen Con LLC for the world’s biggest *Star Wars* party, catering to more than 300 international media representatives and 35,000 enthused fans of The Force, who assembled in L.A. from Thursday, May 24 to Monday, May 28, 2007.

The five-day *Star Wars* spectacular took up the entire 54-acre facility and was filled with live entertainment; celebrities from the *Star Wars* movies; special theater, film and video presentations; and much more!

“This time around, we far outstripped anything we’ve done before, both in size and scope,” said Steve Sansweet, Director of Content Management and Head of Fan Relations for Lucasfilm Ltd. “Because of this fantastic location, we also saw many *Star Wars* fans come to a major event for the very first time, including thousands of families and kids.”

“In a nutshell, we had a great show,” added Peter Adkison, owner of Gen Con LLC, producer of Gen Con Indy and other Gen Con events.

As part of *Star Wars* Celebration IV, Lucasfilm and Gen Con jointly donated more than \$100,000 to the Make-A-Wish Foundation.

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. 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 it’s recycling, energy efficiency, and water conservation programs help to conserve the environment. Currently, 20% of the facility operates on environmentally-friendly renewable energy resources such as hydroelectric, geothermal, solar, biomass, and wind energy. 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.