



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

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Mayor Villaraigosa attends the Largest E3 Expo Ever

This Year's Gathering of 45,000 Computer and Video Gaming Professionals will Result in \$23 Million Economic Impact Citywide

LOS ANGELES – Mayor Villaraigosa attended the first day of the E3 Expo, the premier convention for the computer and video gaming industry held in Los Angeles for several consecutive years that will welcome more than 45,000 attendees. This is the largest E3 Expo to take place since the inaugural 1995 convention with a 26% increase in reserved room nights over last year and one-third more participating exhibitors.

“We’re extremely pleased with the increase in attendance for this year’s E3, since more attendees mean more hotel rooms and more money being spent within our city,” said Mayor Antonio Villaraigosa, who was instrumental in keeping the expo in Los Angeles through 2011. “This year’s E3 Expo is expected to generate \$23-million in revenue citywide with 25,000 total hotel rooms nights reserved throughout Downtown Los Angeles, Hollywood and The San Fernando Valley.”

LA is a natural backdrop for the E3 Expo, which the city has hosted nearly every year since the convention’s 1995 inaugural gathering. Many of the top leading video game studios are headquartered in Los Angeles, including Insomniac Games and Dreamworks. The link and overlap between the innovators of the video gaming industry and those working in the motion picture industry has helped to bolster Los Angeles giving it a competitive edge that few cities are able to compete with.

"The Electronic Entertainment Expo brings the best of class in video gaming, digital imagery and leading edge information technology worldwide to the Los

Angeles Convention Center," stated Pouria Abbassi, P.E., CEO and General Manager of the Los Angeles Convention Center. "We are grateful for the opportunity to host this unique event and appreciate the many years of collaboration with this important industry," added Abbassi.

The Mayor walked through the Convention Center floor with President and CEO Mike Gallagher of the LA-based Entertainment Software Association (ESA) whose organization is responsible for the E3 Expo. Together the two men spoke with attendees and exhibitors who represent leading computer and video game companies from more than 80 countries.

In recent weeks the Mayor has helped to secure conferences that will have a major economic impact on the city, including the Microsoft Worldwide Partner Conference and the American Heart Association's Scientific Sessions Conference both taking place next year. ESA has also confirmed that it will return to LA in 2011 for the E3 Expo.

"This year we are seeing an increase in the number of large scale convention bookings," said Mark Liberman, president and CEO of LA INC. The Los Angeles Convention and Visitors Bureau. "LA is fortunate to have an infrastructure that can accommodate large scale conventions with first-rate facilities and hotels, a state-of-the-art convention center, a pedestrian-friendly Downtown, and a transportation hub that allows many delegates to fly directly into our city."

The E3 Expo is a trade-only event attended by credentialed industry professionals such as software developers, buyers, retailers, programmers, distributors, entertainment industry representatives, financiers, venture capitalists, imports, manufacturers, educators and analysts. In addition to the LA Convention Center, exhibitors will also showcase their services and products in a plethora of venues throughout the city including the Wiltern Theatre, Trader Vic's and JW Marriott at L.A. LIVE, and the historic Orpheum Theatre. The E3 Expo opens June 15 and continues through June 17.

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