

about

guests

location



www.e3expo.com

june 2-4, 2009
los angeles, ca



merica's entertainment software industry creates a wide array of computer and video games to meet the demands and tastes of audiences as diverse as our nation's population. Today's gamers include millions of Americans of all ages and backgrounds. In fact, almost two-thirds of all American households play games. This vast audience is fueling the growth of this multi-billion dollar industry and bringing jobs to communities across the nation. E3 was set up to showcase the works and effort of this industry



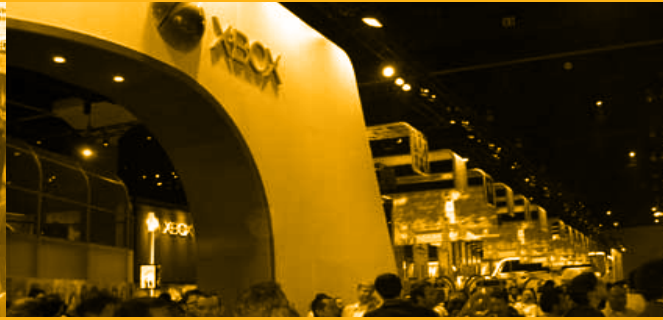
The Electronic Entertainment Expo, or E3, is an annual trade show for the computer and video games industry presented by the Entertainment Software Association (ESA). It is the place for video game developers to show off their newest upcoming games and game-related hardware.

Prior to E3, most game developers went to other trade shows to display new products, including the Consumer Electronics Show and the European Computer Trade Show. The first E3 brought all these companies together under one roof and instantly became the place for the entertainment software industry to showcase their work. It coincided with the start of a new generation of consoles, with the release of the Sega Saturn, and the announcements of upcoming releases of the PlayStation, Virtual Boy and SNK's Neo*Geo CD. Specifications for the Nintendo Ultra 64 (later renamed Nintendo 64) were also released.

"The video game business will be twice as big in 2009 as it was in 2006 when we had the last real E3 Expo - so get ready for some fireworks!"

- Laurent Detoc
President of Ubisoft North America.

For 2009, we are planning to hold the event from June 2 through June 3, 2009. We are excited to offer an expanded expo that will welcome all qualified computer and video game industry audiences, including international and U.S.-based media, analysts, retailers, developers and business partners to preview the latest in interactive entertainment



and technology; as well as lectures and seminars from top industry leaders. With increased booth sizes, increased qualified audiences, and an intensified focus on reinforcing the high-octane growth, innovation, and captivating entertainment that are driving the computer and video game industry, this E3 is not to be missed.

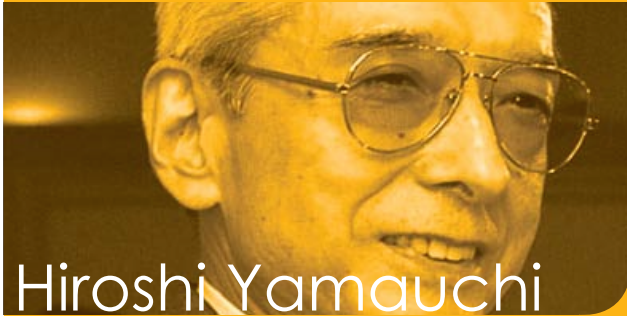
For more information, including details on expo registration, hotel and travel accommodations, and media credentialing, please be sure to visit our website at e3expo.com

from left to right:
Thousands wait to enter E3
(cnet.com.au)
Grand scale exhibits from industry leaders like Microsoft showcase the newest in entertainment software
(cnet.com.au)
People walk through one of the many booths at E3
(news.bbc.co.uk)

right:
Executives from Nintendo showcase the capabilities of their new controller by playing virtual tennis on the wii
(news.bbc.co.uk)



Not only is E3 the place to see this year's hottest new games, but we also have the hottest lectures for the video game industry. Delve into the mind's of some of the greatest designers and key players the industry has to offer as we offer one-of-a-kind lectures over the course of the conference. Below is just a few big names we have speaking at this year's event. For more information, be sure to check out our website at e3expo.com



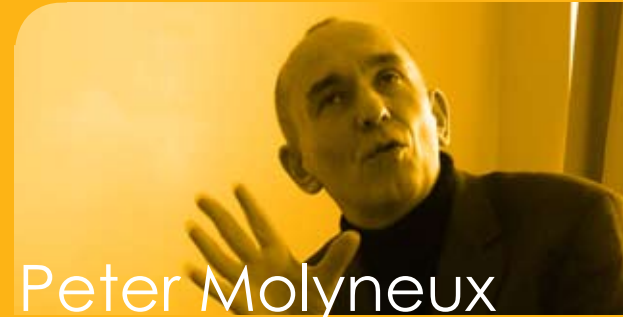
One of the biggest names in the gaming industry, Yamauchi is credited with transforming Nintendo from a small hanafuda card making company in Japan to the multi-billion dollar video game company that it is today. He was the third president of Nintendo Co., Ltd. beginning in 1949 until stepping down on May 31, 2002. During his time at Nintendo, he was responsible for introducing such hardware as the Nintendo, Super Nintendo, Nintendo 64, and Gamecube. Largely due to Yamauchi's part, Nintendo is now the leader in video game hardware sales and Yamauchi himself is considered to be the wealthiest person in Japan.

"Video games are bad for you?
That's what they said about
rock-n-roll. "

- Shigeru Miyamoto
Video Game Designer



Hideo Kojima is a Japanese video game designer and is currently the head of Kojima Productions. He is the creator and director of a number of successful games, including the Metal Gear series. Kojima is consistently named by fans and industry experts alike as being one of the most influential and innovative video game directors and writers of all time, as well as being on many all time director top ten lists. Newsweek named Hideo Kojima as one of the top ten people of 2002. In 2008, Next-Gen placed him #7 in their list of "Hot 100 Developer 2008."



Considered one of the world's most brilliant and inventive game designers. Working with Lionhead Studios, they created such games as Black & White, Fable, and Fable 2. Molyneux was inducted into the AIAS Hall of Fame in 2004 and was honoured with an OBE in the New Year's Honours list announced on 31 December 2004. He was awarded the title of Chevalier de l'Ordre des Arts et des Lettres by the French government in March 2007. As one of the industry's leading and best-known figures, Molyneux has appeared on many television shows and video gaming news discussion or documentaries.

photo credits:
Hiroshi Yamauchi
(www.webluxo.com.br)
Hideo Kojima
(www.navgtr.org)
Peter Molyneux
(kotaku.com)

Even in the most remote corners of the world, the name Los Angeles is known. As one of the most popular cities in the United States, LA draws millions of tourists every year, catering to the unique desires of each one with unparalleled diversity and countless entertainment options. There truly is something for everyone around this city.



There are few cities that offer as much entertainment, excitement and diversity as do the attractions in Los Angeles. For years movies and songs have portrayed LA as the place to make it big as a model, actor or musician. Hopefuls pack their bags and leave their homes for the promise of lure and fame.

Today LA boasts attractions like the famous Hollywood Boulevard Walk of Fame, which honors those who have made a difference in film, music and stage. Walking and sight seeing tours are a great way to see and experience Hollywood. Everything is located near Grauman's Chinese Theater where film and music enthusiasts can place their hands in the



handprints and shoeprints of their favorite celebrities. Guided bus tours also of Hollywood offer an outside glimpse of the homes of the rich and famous

Los Angeles also offers attractions like the beautiful Getty Museum, which hosts amazing art exhibits and places like Universal Studios Hollywood, where people can see the wonder of movie special effects. California's most popular theme parks like Disneyland, Knott's Berry Farm and Magic Mountain are just a short drive away, making Los Angeles the perfect tourist getaway.

As far as restaurants go, there is probably more restaurants within the city of Los Angeles than there are self-help books at your local bookstore, the only thing harder than accurately describing the culinary world of LA is actually picking which restaurant to eat at. For a list of attractions, restaurants, and hotels, please visit e3expo.com

left:
Los Angeles is a bustling city filled with entertainment options
 (www.destination360.com)

"I now feel this is the only large cosmopolitan city where I can be warm all year, close to the sea and still create my own paradise just five minutes from downtown."
 - Tyler Durden
 writer

from left to right:
Disneyland guests take a spin on the teacups
 (getawaytoday.typepad.com)
Enjoy fine dining at exclusive restaurants like Koi
 (www.forbestraveler.com)
Hollywood Walk of Fame showcases stars in the movie industry
 (www.yourhollywoodstar.com)

