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**KEYNOTES AT G2E 2009 TO FEATURE COMEDIENNE RUDNER, THE GAMING
INDUSTRY'S NEW GUARD AND TRIBAL GAMING EXPERTS**

LAS VEGAS – Bringing together a unique combination of entertainment and industry insights, the keynote events at Global Gaming Expo (G2E) 2009 will provide attendees with exclusive access to speakers ranging from comedienne Rita Rudner to rising industry leaders to tribal gaming experts. G2E 2009 is scheduled for Nov. 17-19 at the Las Vegas Convention Center.

“From evaluating which pressing issues could affect business success in the years to come, to hearing unique perspectives from world-class entertainers, the keynote events at G2E 2009 will provide a wide-angle lens for viewing today’s multifaceted gaming entertainment industry,” said Frank J. Fahrenkopf, Jr., president and CEO of the American Gaming Association. “As an event created by the industry, for the industry, G2E is proud to provide unique educational and entertainment experiences for gaming entertainment professionals.”

Kicking off the keynotes on Tuesday, Nov. 17, comedienne Rita Rudner will entertain attendees with her witticisms about men, women, marriage and Las Vegas, the city she now calls home. Rudner has been voted best comedian in Las Vegas for the past eight years and, in this, her second appearance as a keynote speaker at G2E, will undoubtedly give attendees a one-of-a-kind, humorous look into life in Las Vegas.

With the gaming industry continuing to face stiff economic challenges, Fahrenkopf will moderate a panel of rising industry leaders in Wednesday’s keynote session, “State of the Industry: Gaming’s New Guard.” The panel of multi-jurisdictional operators and manufacturers who have been at the cutting-edge of innovation will share their insights and fresh outlooks for the future of the industry. Panelists for the keynote session include: Guillermo E. Gabella, director of Boldt S.A.; Nick Khin, president of Aristocrat Technologies, Inc.; Virginia McDowell, president and COO of Isle of Capri Casinos, Inc.; and Keith Smith, president and CEO of Boyd Gaming Corporation.

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On the final day of G2E 2009, National Indian Gaming Association Chairman Ernest L. Stevens will welcome G2E attendees to a keynote session in which tribal gaming experts will participate in a “Meet the Press”-style roundtable keynote session moderated by Roger Gros, publisher of *Global Gaming Business*. “Tribal Gaming Keynote: On the Record—Tribal Gaming Issues and Answers” will bring together federal officials and tribal gaming leaders to discuss current issues in Indian gaming and answer questions from a panel of tribal gaming journalists. From off-reservation gaming and land into trust, to the National Indian Gaming Commission and the Obama Administration, to Class II gaming and tribal-state compacts, a broad range of issues will be discussed in what promises to be a dynamic and exciting panel discussion.

All of the keynote sessions will be held from 10:30 a.m. to 11:30 a.m. in Room N250.

G2E is the leading trade show and conference event for the international gaming entertainment community, attended by more than 26,000 industry professionals from around the world. For more information on G2E 2009, visit www.globalgamingexpo.com.

Global Gaming Expo (G2E) is the international gaming trade show and conference “by the industry and for the industry.” Organized by the American Gaming Association (AGA) and Reed Exhibitions, G2E made its debut in fall 2001, defining itself as the pre-eminent show for the gaming-entertainment industry.

The AGA represents the commercial casino-entertainment industry by addressing federal legislative and regulatory issues. The association also serves as a clearinghouse for information, develops educational and advocacy programs, and provides leadership on industry-related issues of public concern.

Reed Exhibitions is the world’s leader in organizing a wide range of events, including exhibitions, conferences, congresses and meetings. In 2006 Reed brought together more than 6 million industry professions from around the world, generating billions of dollars in business. Today Reed events are held in 34 countries throughout the Americas, Europe, the Middle East and Asia Pacific, and organized by 37 fully staffed offices. Reed’s portfolio of more than 460 events services 52 key industry sectors.

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