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**G2E 2010 KEYNOTES TO FEATURE LEADING BUSINESS EDITOR, GAMING  
INDUSTRY LEGENDS AND TRIBAL GAMING EXPERTS**

**LAS VEGAS** – Bringing together a unique combination of entertainment and industry perspectives, the Global Gaming Expo (G2E) 2010 keynote events will provide attendees with exclusive access to experts on top gaming issues. The keynote events include an address by FORTUNE senior editor-at-large, Geoff Colvin, and panels consisting of gaming legends as well as Native American tribal leaders. G2E 2010 is scheduled for Nov. 16-18 at the Las Vegas Convention Center and is the gaming industry’s premier international trade show and conference event.

“I am thrilled to have such prestigious participants in this year’s keynote events who are sure to offer new insights into the most important issues facing the gaming industry,” said Courtney Muller, senior vice president of Reed Exhibitions. “As an event created by the industry, for the industry, G2E is proud to provide unique educational and entertainment experiences for gaming industry professionals.”

Immediately following Tuesday’s ribbon-cutting ceremony, G2E 2010 will kick off with a keynote address by Geoff Colvin, who will discuss the leading economic issues impacting the commercial casino industry, as well as how the results of the recent midterm elections will affect gaming. One of America’s sharpest and most respected business commentators, he will share his insights on emerging economic trends and offer his perspective on the commercial casino industry’s future prospects. Colvin is an acclaimed writer, having received multiple honors for his groundbreaking work, and is a notable broadcaster heard daily on the CBS Radio Network.

In recognition of G2E’s 10th anniversary, Wednesday’s keynote panel session, “State of the Industry: Gaming Legends,” includes gaming industry executives who have been on the front lines of the industry throughout its evolution. They will address the events that have shaped the industry and make predictions about what is in store for gaming. Jon Ralston, host of the popular Las Vegas public affairs program, “Face to Face with Jon Ralston,” will moderate the discussion. Panelists include: Burton M. Cohen, director, MGM Resorts International; Frank J. Fahrenkopf Jr., president and CEO, American Gaming Association; Chuck Mathewson, former chairman, International Game Technology; and Steven P. Perskie, J.S.C. (ret.), counselor to Perskie Mairone Brog & Baylinson and former chair of the New Jersey Casino Control Commission.

The G2E 2010 keynotes will conclude with the “Meet the Press”-style panel, “Tribal Crossfire – Native American Leaders Roundtable,” where Native American tribal leaders will discuss a host of tribal gaming issues, such as financing, sovereignty and a changed political landscape. The panel will be moderated by Victor Rocha, the owner and editor of Pechanga.net – a leading source of tribal and gaming information on the Internet. Panelists include: Honorable Leslie Lohse, chairwoman, California Tribal Business Alliance; Kurt Luger executive director, Great Plains Indian Gaming Association; Sheila Morago, executive director, Arizona Indian Gaming Association; Brian Patterson, president, United South & Eastern Tribes, Inc.; Daniel J. Tucker, chairman, California Nations Indian Gaming Association; and Mark Van Norman, executive director, National Indian Gaming Association (NIGA).

All three 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 2010, visit [www.globalgamingexpo.com](http://www.globalgamingexpo.com).

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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 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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