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**G2E CELEBRATES 10<sup>th</sup> ANNIVERSARY WITH PAVILIONS SHOWCASING  
EXCITING NEW INDUSTRY TECHNOLOGIES AND TRENDS**

**LAS VEGAS** – Global Gaming Expo (G2E) 2010 is celebrating its 10th anniversary with a variety of commemorative events and a show floor packed with pavilions showcasing the latest trends in gaming. The 2010 show floor includes four pavilions where attendees can explore top industry trends and experience the latest casino technologies. 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.

“Casinos are constantly upgrading their offerings to include the new technologies and groundbreaking trends that provide even more exciting and satisfying entertainment experiences for their guests,” said Frank J. Fahrenkopf, Jr., president and CEO of the American Gaming Association. “The G2E 2010 show floor is the perfect place for gaming professionals to discover the newest products and innovations that will help them maintain their competitive edge in a constantly evolving marketplace.”

The main show floor at G2E 2010 features four pavilions: iGaming, Casino Design, Security & Surveillance, and Technology. All of the pavilions are supported by educational sessions within G2E’s comprehensive conference program.

New to G2E 2010 is the iGaming pavilion, which will feature Internet gaming software products to support online games such as poker, sports betting and bingo. It also will host support systems including marketing tools, live gaming software, payment technologies and much more. Visitors to the iGaming pavilion will experience the products needed to launch and support an Internet gaming program.

The Casino Design pavilion offers the products and services that create exciting casino environments, including architecture, construction, interior design, land use, décor and themed environments. Nearly 30 exhibitors will display the finest designs and newest trends to attract casino customers.

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The Security & Surveillance pavilion hosts 20 world-class suppliers of security devices and services showcasing products such as CCTV, facial recognition software, multi-plexers and alarms. G2E attendees can explore the latest security technologies and devices to ensure their casinos are adequately protected.

In the Technology pavilion attendees can see the latest devices such as video lottery terminals, gaming and hospitality software, LCD monitors, LED screens and a variety of other technologies. Nearly 70 exhibitors will showcase new and emerging technologies that are impacting the way casino gaming is managed and operated.

Multiple festivities are planned in celebration of the G2E 10th anniversary. G2E welcomes attendees to the opening ribbon cutting ceremony on Nov. 16 at 10 a.m., in the lobby of the Las Vegas Convention Center, which will feature several surprise celebrity guests. Each afternoon, special treats in honor of the first decade of G2E will be offered in the 10th Anniversary Lounge in Hall C5. In addition, G2E Lucky 10 scratch-off tickets are available for a chance to win great prizes such as an iPad, a Caribbean cruise for two, tickets to Cirque du Soleil in Las Vegas and a host of other exciting prizes.

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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