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MEDIA ALERT: G2E 2010 HIGHLIGHTS AND SPECIAL EVENTS

LAS VEGAS – More than 26,000 gaming industry professionals are expected to attend Global Gaming Expo (G2E) 2010 where they will explore innovations in gaming and get a first-hand look at the groundbreaking ideas that will carry the industry into the future. This year, G2E celebrates its 10th anniversary and a decade of gaming industry achievements with multiple festivities. 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. Highlights and facts about this year's event include:

Show Floor: More than 520 exhibitors, including 87 from 25 countries outside of the United States, will showcase the latest products and services for the gaming industry in 250,000 square feet of exhibit space.

Conference: More than 130 conference sessions will feature more than 435 expert presenters, including gaming industry leaders, financial experts and other industry insiders.

10th Anniversary Festivities: In celebration of its 10th anniversary, G2E is offering a number of exciting events for attendees.

- **Ribbon Cutting Ceremony, Tuesday, Nov. 16:** The show floor will open at the completion of the ribbon cutting ceremony, which will take place in the lobby of the Las Vegas Convention Center and feature several surprise celebrity guests.
- **10th Anniversary Lounge, Tuesday, Wednesday & Thursday afternoons:** Special treats in honor of the first decade of G2E will be offered in the lounge in Hall C5.

Pavilions: The G2E 2010 show floor includes four educational pavilions where attendees can explore top industry trends and experience the latest casino technologies.

- **iGaming:** New to G2E, the iGaming pavilion will include 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.
- **Casino Design:** Nearly 30 exhibitors will display the products and services that create exciting casino environments, including architecture, construction, interior design, land use, décor and themed environments.
- **Security & Surveillance:** Twenty world-class suppliers of security devices and services will showcase products such as CCTV, facial recognition software, multi-plexers and alarms.
- **Technology:** Nearly 70 exhibitors will showcase the latest devices such as video lottery terminals, gaming software, hospitality software, LCD monitors, LED screens and a variety of other technologies.

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Global Markets Forum: Sponsored by Spectrum Gaming Group, this conference track provides an overview and update on casino operations and regulations in gaming jurisdictions around the world, from Latin America to Macau. Part of the three-day conference, the expert-led sessions will discuss investments in international markets, lessons learned, integration, and sovereignty.

Keynotes: Bringing together a unique combination of entertainment and industry perspectives, the G2E keynote events will provide attendees with exclusive access to experts on top gaming issues. All keynotes, unless noted, will be held at 10:30 a.m. in room N250. Featured speakers include:

- **Geoff Colvin, Tuesday, Nov. 16:** Colvin, senior editor-at-large of *FORTUNE*, will discuss the leading economic issues impacting the commercial casino industry, as well as the results of the recent midterm elections.
- **Gary Loveman, Wednesday, Nov. 17:** Loveman, chairman, president and CEO of Harrah's Entertainment, Inc., will discuss the importance of addressing false and misleading claims about gambling. This keynote event is open exclusively to G2E Conference attendees and will take place at 2:00 p.m. in room N250.
- **State of the Industry Keynote: Gaming Legends, Wednesday, Nov. 17:** 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.
- **Tribal Crossfire: Native American Leaders Roundtable, Thursday, Nov. 18:** The panel will be moderated by Victor Rocha, the owner and editor of Pechanga.net. 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).

North Hall: The G2E North Hall is dedicated to non-gaming amenities and is the place where entertainment executives can examine new products, preview premier entertainment and network with more than 110 exhibitors from non-gaming sectors.

- **F&B at G2E:** This area features focused exhibit space and special events to address the growing importance of the food and beverage (F&B) sector to the industry's bottom line.
- **Entertainment Arena at G2E:** Industry professionals can experience the latest technologies, products and services that bring to life the leading performances and events now associated with the international gaming industry.

NCRG at G2E: G2E is proud to team up with the National Center for Responsible Gaming (NCRG) again this year to offer an NCRG-sponsored track – designated as NCRG at G2E – on Tuesday, Nov. 16. It will include conference sessions focusing on current disordered gambling research and best practices in responsible gaming and bring together G2E attendees with attendees of the 11th annual NCRG Conference on Gambling and Addiction.

For more information on G2E, visit the Web site at 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 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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