



MEDIA ADVISORY

FOR IMMEDIATE RELEASE
August 26, 2010

CONTACT: Ron Reese (Las Vegas Sands)
702-414-3607
Kim Leon (Reed Exhibitions)
203-840-5653
Holly Wetzel (AGA)
202-552-2686

GAMING INDUSTRY LEADERS TO MAKE MAJOR ANNOUNCEMENT ABOUT THE FUTURE OF THE GLOBAL GAMING EXPO (G2E) FAMILY OF EVENTS

What: Representatives from the American Gaming Association (AGA), Reed Exhibitions, Las Vegas Sands Corp. and other top gaming executives will convene on August 31 at The Venetian Las Vegas to unveil plans for significant changes to G2E and its family of events. The announcement will be followed by a Q&A session for media representatives.

Since its debut 10 years ago, G2E has evolved into the largest and most successful gaming industry trade show in the world, offering casino operators and gaming manufacturers – and their employees – access to the latest gaming products and technology, valuable networking opportunities, and unmatched educational programming.

Who: **Frank J. Fahrenkopf Jr.**, president and CEO, AGA
Richard Haddrill, president, CEO and director, Bally Technologies; vice chairman, AGA
Michael Leven, president and COO, Las Vegas Sands Corp.
Courtney Muller, senior vice president, Reed Exhibitions

Where: The Venetian Las Vegas (the event will take place on the casino floor adjacent to the Venetian Poker Room)

When: Tuesday, August 31
10:30 a.m. PDT

****For domestic and international media who are unable to attend the event in person, a live audio webcast of the event will be available at www.lasvegassands.com. Visit the homepage on Tuesday, Aug. 31 for instructions to access the audio feed.****

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 professionals 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.

###