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**G2E 2010 KEYNOTE OFFERS INSIGHTS FROM GAMING
GIANTS, POSTHUMOUSLY HONORS INDUSTRY LUMINARY**

Discussion Indicates that Industry Leaders are Optimistic about the Future

LAS VEGAS – Though it continues to endure a prolonged period of recovery, the gaming industry will once again prosper if it remains committed to innovation and to providing top-notch entertainment to casino patrons, according to participants in the *State of the Industry: Gaming Legends* panel discussion at Global Gaming Expo (G2E). G2E 2010 is being held this week, Nov. 16 – 18, at the Las Vegas Convention Center.

The *State of the Industry* panel included Len Ainsworth, executive chairman of Ainsworth Game Technology; Burton M. Cohen, director of MGM Resorts International; Frank J. Fahrenkopf, Jr., president and CEO of the American Gaming Association (AGA); Chuck Mathewson, former chairman of International Game Technology; and Steven P. Perskie, of counsel at Perskie, Marione, Brog & Baylinson. The discussion was moderated by Las Vegas journalist Jon Ralston, who serves as host of the popular public affairs program, “Face to Face with Jon Ralston.”

“People continue to visit our establishments because they enjoy themselves,” said Mathewson. “I don’t believe that a recovery will happen overnight, but [our industry] finally has some traction.” Ainsworth agreed that the industry’s primary purpose is to serve as a source of entertainment. “As long as our industry, as a whole, doesn’t forget the importance of entertaining our customers, we will succeed.”

The panelists agreed that the gaming industry’s ongoing commitment to investing in its product – ensuring that the industry remains on the cutting edge – is an essential component of its success. “Las Vegas is still a vibrant, competitive community because there hasn’t been a single year in which the casinos haven’t done something new – investing in a new restaurant or other attraction,” said Cohen. “Gaming companies always are returning money to their properties.”

Perskie said that Atlantic City has not invested in its casinos – or the neighborhood that surrounds them – as frequently or effectively as Las Vegas or other gaming communities have done. “Though the industry bears some responsibility, the local government certainly is at fault, too. It has not done what it needed to do.” Still, he says, “reports of Atlantic City’s death are greatly exaggerated. The fact that the new governor made addressing the issues in Atlantic City one of his first orders of business is enormously important.”

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The panelists roundly rejected the notion that the success of casino gambling in Asia undermines the U.S. gaming industry's prospects. "Years ago, when casinos were first introduced in Atlantic City, industry leaders worried that people who lived east of the Mississippi would no longer visit Nevada," said Fahrenkopf. "But the opposite turned out to be true; as more people were exposed to casino gambling, they came to Nevada in greater numbers. The same is true about expansion in Asia."

Perskie suggested that the success of casino gambling in Asia – as well as in other jurisdictions around the globe – could positively impact the U.S. industry in other ways. "The introduction of casinos in Atlantic City helped Las Vegas improve itself," he said. "The leadership of Las Vegas took note, and it fostered creativity." Mathewson added: "Las Vegas is a brand, not unlike Coca-Cola. People always will want to visit Las Vegas. Expansion in Asia will not change that."

Likewise, most of the panelists agreed that the legalization of Internet gambling – particularly if online poker is authorized first – would not pose a significant threat to bricks-and-mortar casinos. According to Fahrenkopf, in-depth analysis of this issue indicates that cannibalization among land-based gaming establishments would be limited. "Internet gambling would educate people," said Ainsworth. "It would encourage more people to gamble, and they would gravitate to casinos."

However, Perskie acknowledged, there likely would be a period of transition within the financing community. "If Internet gambling is legalized, those who finance casinos will hold their breath until they determine how it impacts the industry. They will want to ensure that there really is a correlation between increased education and increased visits to casinos."

The panel discussion was preceded by a brief ceremony during which Timothy Parrott, former CEO of Shuffle Master, Inc., was posthumously inducted into the Gaming Hall of Fame. AGA Chairman Keith Smith called Parrott a "savvy executive who approached his work with a vibrant and creative energy." Prior to his tenure with Shuffle Master, Parrott was president and CEO of Americas for Aristocrat Technologies, Inc.; chairman and CEO of On Stage Entertainment; and chairman and CEO of Boomtown, Inc.

Induction into the Gaming Hall of Fame represents the gaming industry's highest honor; each year, individuals who have distinguished themselves through significant contributions to the industry are awarded this distinction. Troy Parrott spoke on behalf of his family, thanking the industry for the tribute to his late father.

G2E is the leading trade show and conference event for the international gaming community, attended by more than 26,000 industry professionals from around the world. For more information on G2E 2010, 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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