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CONTACT: Kimberlie Leon  
203-840-5653

Brian Lehman  
202-552-2680

**IGAMING A HOT TOPIC AT G2E 2010  
AS INTEREST BUILDS TO LEGALIZE INTERNET POKER IN THE U.S.**

LAS VEGAS – Global Gaming Expo (G2E) celebrated its 10th anniversary in 2010 with a variety of exciting and informative sessions; however, it was the topic of Internet gambling that proved to be one of the most talked-about. Gaming executives were eager to learn more about iGaming, as interest around the country continues to build surrounding efforts to legalize online poker and establish strong Internet gaming regulatory controls in the United States for the first time. The all-new iGaming Congress was one of the most popular events at G2E 2010, with many attendees finding standing room only in several sessions. The information-packed iGaming programs not only appealed to existing offshore Internet gambling operators, but also to commercial and Native American casinos and gaming equipment manufacturers.

“The Internet has been a game-changer for our industry, and Internet gambling has grown from a small cottage industry into a multinational, multibillion-dollar business during the past decade,” said Frank J. Fahrenkopf, Jr., president and CEO of the American Gaming Association (AGA). “As it’s evolved, issues related to Internet gambling have been thrust into the spotlight, raising myriad questions and spurring vigorous debate among international gaming industry leaders, regulators and legislators. Therefore, we felt it was important to showcase iGaming at G2E 2010.”

The one-and-a-half day iGaming Congress addressed the potential impact of Internet gambling legalization in the U.S., and advised the gaming market on how to take advantage of new opportunities and react to the changing face of the industry. The event promoted an understanding of the potential impacts of the legalization and regulation of Internet gambling, and provided critical information regarding the players, resources, legislative framework and other topics that are important to those working in the Internet gambling sector or those looking to enter it. The sessions at the iGaming Congress featured some of the world’s leading experts who have been working within the Internet gambling sector since its infancy.

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“While G2E always has addressed iGaming as part of its comprehensive coverage of industry issues, G2E 2010 provided attendees with a unique opportunity to advance their understanding of the complex and intricate issues affecting this sector,” said Courtney Muller, senior vice president at Reed Exhibitions, co-organizer of G2E with the AGA. “With 18 sessions on the topic and nearly 500 participants at the iGaming Congress, this growing industry segment proved to be of particular interest to conference attendees.”

In addition to the iGaming Congress, G2E 2010 offered an iGaming conference track, and the show floor incorporated a new iGaming pavilion that included Internet gaming software products to support online games such as poker, sports betting and bingo. The pavilion also featured support systems including marketing tools, live gaming software, payment technologies and more. Even though the legalization of Internet gambling in the United States is an issue that may not be resolved for some time, iGaming suppliers came out to exhibit at the first iGaming pavilion on the show floor since G2E 2006.

G2E was held Nov. 16-18 at the Las Vegas Convention Center and is the gaming industry’s premier international trade show and conference event. The G2E family of events will continue to focus on iGaming and its evolution throughout 2011 and will feature distinguished experts and the latest information on iGaming, including emerging policies, regulations, trends and technologies. As a leading resource on iGaming in North America, G2E will be the place for the industry to turn with respect to this critical and growing segment of the gaming industry. G2E 2011 will be held Oct. 3 – 6 at the Las Vegas Sands Expo & Convention Center in Las Vegas, Nev.

For more information on G2E, visit the Web site at [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.