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Contact:
Lorenz Hassenstein
1-203-840-5548

Interactive Gaming Council Endorses Global Gaming Expo

Premier International Trade Association for Interactive Gaming to Play Key Role in Promoting G2E

Norwalk, CT—Global Gaming Expo (G2E), the first industry-hosted international trade show and conference for the gaming-entertainment industry, announced today it has formed a strategic partnership with the Interactive Gaming Council (IGC), the leading international trade association committed to the advancement of the interactive gaming industry. As an official supporter, IGC will be a key player in helping to promote G2E to the growing number of companies in the interactive gaming sector of the gaming industry.

G2E currently has more than 350 exhibitors showcasing hundreds of new products in the exhibit hall. The event will also feature keynote addresses by the most prominent leaders in the industry along with 99 dynamic conference sessions focusing on a wide range of issues that impact gaming.

"We look forward to working with Global Gaming Expo to make this show a tremendous success," said Rick Smith, IGC executive director. "The fact that all of the biggest names in the gaming industry will be on hand for G2E is something that will undoubtedly resonate with our membership. The show will offer the kind of business and networking opportunities that will be a strong draw for many of our members."

The IGC will help promote Global Gaming Expo by distributing G2E informational materials to its membership. IGC will also be hosting a booth on-site at the show and an IGC hyperlink will be located on the G2E Web site at www.globalgamingexpo.com. The G2E site provides detailed information on Global Gaming Expo and all of its program elements. Visitors to the site can also pre-register online for free show admission and discounted conference program rates.

Founded in November 1996, the IGC is a non-profit trade association representing more than 100 companies around the world that are involved in the interactive gaming industry. Its members are operators of Internet gaming sites, software suppliers, e-commerce providers, information-providers or other companies related to the industry.

G2E, organized by the American Gaming Association (AGA) in conjunction with Reed Exhibition Companies, will debut Oct. 1-3, 2001, at the Las Vegas Convention Center, its host venue through 2020.

"Interactive gaming represents a growing and important sector of our industry," said Frank J. Fahrenkopf, Jr., president and CEO of the AGA. "The IGC's partnership with Global Gaming Expo will enable us to communicate more effectively with the companies in interactive gaming so

that they too will see what is quickly becoming apparent to many in the gaming industry – that G2E is the 'can't miss' show for this fall."

The American Gaming Association 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 Exhibition Companies, G2E's show management partner, is the world leader in bringing buyers and suppliers together at more than 400 trade and consumer events in 27 countries and nearly 50 industries. The company is a member of the Reed Elsevier plc group, a world-leading business and information provider.

To obtain a press pass and learn more about G2E, visit the event's Web site at www.globalgamingexpo.com. Buyers can also pre-register online for free show admission and the conference program.

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