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American Gaming Association Announces Awards Program

Awards to Recognize Annual Reports, Boards of Directors, Advertising and Customer Communications

Washington, DC—The American Gaming Association (AGA) today announced the formation of the AGA Communications Awards to pay tribute to the financial and corporate communications accomplishments of gaming companies, including casinos, pari-mutuel facilities, state lotteries, as well as industry vendors and suppliers. The awards program, sponsored by Goldman, Sachs & Co., will debut Oct. 3 in Las Vegas at Global Gaming Expo (G2E), the AGA's first annual trade show and conference for the gaming-entertainment industry.

"As a leader in investment banking and securities, Goldman Sachs is proud to support a program that will acknowledge the work of publicly traded companies and other organizations that have used advertising and financial communications effectively to help achieve their business objectives," said Steven Kent, vice president and senior gaming analyst at Goldman, Sachs & Co.

Winners in various categories will receive the Gaming Voice award. In addition, the Casino Management Association (CMA) Gaming Professional of the Year will be chosen by the CMA Board of Directors and presented during the event. The AGA Communications Awards is an expansion of the previously existing Gaming Industry Annual Awards, which included awards for annual reports and executive financial performance.

"The AGA Communications Awards will emphasize the importance of financial and corporate communications and highlight the achievements that have been made in this area by companies involved in the gaming industry," said Frank J. Fahrenkopf, Jr., president and CEO of the American Gaming Association. "We hope that the Gaming Voice will become a symbol of business excellence industrywide."

The AGA Communications Awards also announced the appointment of board members and judges for this year's program. Members of the board of directors are Jay

Kornmayer, Wells Fargo (chairman); Shannon Bybee, International Gaming Institute, University of Nevada-Las Vegas; Anthony Cabot, Lionel Sawyer & Collins; C. Peter Davis, C. Peter Davis Company; Frank J. Fahrenkopf, Jr., American Gaming Association; Steven Kent, Goldman, Sachs & Co.; Saul Leonard, The Saul Leonard Company; Ralph Piercy, Piercy, Bowler, Taylor & Kerns; Sig Rogich, Rogich Communications; and Terry Wade, Cohn & Wolfe.

Judges on the financial panel, which will evaluate annual reports and boards of directors, are Marc Falcone, managing director, Bear, Stearns & Co. Inc.; Robin Farley, executive director, UBS

Warburg; Larry Klatzkin, vice president, Jefferies & Co.; William Newby, managing director, Bank of America, Inc.; and Marvin Roffman, president, Roffman Miller Associates.

Judges on the advertising panel, which will evaluate consumer advertising campaigns (print and broadcast) and customer publications, are Barbara Chan, vice president, marketing, Casino Publishing Group; Terry Dukes, account managing director/senior vice president, Young & Rubicam; Richard O'Brien, executive vice president, American Association of Advertising Agencies; Rossi Ralenkotter, vice president, marketing, Las Vegas Convention & Visitors Authority; and Steve Richer, executive director, Mississippi Gulf Coast Convention & Visitors Bureau.

"Having guidance from some of the most prominent names in gaming, financial services and advertising will help us establish a high-quality, professional organization that reflects our business like no other awards program," Kornmayer said. "The AGA Communications Awards moves us to another level in recognizing the evolution of the gaming industry."

Goldman Sachs is a leading global investment banking and securities firm that provides a wide range of services worldwide to a substantial and diversified client base that includes corporations, financial institutions, governments and high-net-worth individuals. Founded in 1869, it is one of the oldest and largest investment banking firms. The firm is headquartered in New York and maintains offices in London, Frankfurt, Tokyo, Hong Kong and other major financial centers around the world.

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.

For more information, visit the AGA Web site at www.americangaming.org or the G2E Web site at www.globalgamingexpo.com.

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