



FOR IMMEDIATE RELEASE

August 9, 2001

Contact:
Lorenz Hassenstein
1-203-840-5548

Casino Promote to Join Global Gaming Expo as Official Industry Supporter
Award-Winning Internet Site 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 Casino Promote, the premier online resource for gaming enthusiasts and professionals. As an official industry supporter, Casino Promote will play a critical role in helping to promote G2E to key sectors of the gaming industry.

"As a central resource for suppliers and industry professionals involved in purchasing decisions, Casino Promote is a natural partner for G2E," said Gary Locke, vice president of sales for Casino Promote. "G2E will feature the largest gaming suppliers and vendors in the world, showcasing their newest products, so it makes good business sense for our customers to be there, whether they're there as exhibitors or buyers."

Casino Promote will help promote the Global Gaming Expo by including hyperlinks to the G2E site on www.casinovendor.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.

Casinovendor.com is one of Casino Promote's most popular sites designed specifically for business professionals who purchase for and sell to the gaming industry. Casinovendor.com provides users with an extensive international directory of gaming industry suppliers so that industry buyers can search for vendors by category of goods offered, location, firm name or executive contact name.

Casino Promote will also help support G2E with its *Gaming Business Directory* serving as an official G2E show publication. The *Gaming Business Directory* is widely referred to as the "White Pages of the Gaming Industry."

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

"From the very start, we dedicated ourselves to creating a show by the industry and for the industry," said AGA President and CEO Frank J. Fahrenkopf, Jr. "Casino Promote's involvement will greatly enhance our ability to inform key sectors of the gaming industry about the tremendous opportunities at G2E for buyers and sellers alike."

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 Exhibitions, 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.

#