



FOR IMMEDIATE RELEASE

February 26, 2001

Contact:
Lorenz Hassenstein
1-203-840-5548

Heard on The Strip

GamingToday Places Its Bet on Global Gaming Expo

Norwalk, CT—Global Gaming Expo (G2E) announced that *GamingToday*, the prestigious Las Vegas-based newspaper known for its across-the-board, inside-the-industry reporting, has signed on as an official G2E publication. This latest strategic alliance between the first industry-hosted international gaming event and an influential and provocative media voice adds further momentum to a show supported by suppliers, buyers and trade associations and journals worldwide. G2E takes place at the Las Vegas Convention Center from October 1 – 3, 2001.

GamingToday will host a booth on the convention floor, publish pre- and post-event articles about G2E exhibitors, conference programs and networking receptions, and run promotional advertising. The alliance extends on-line with a link between gamingtoday.com and the G2E Web site, globalgamingexpo.com. The newspaper's popular "Money Talk" and "Beyond Las Vegas" columns appear on the G2E site.

GamingToday is written for the owners, operators and managers of gaming establishments, consumers following gaming and trends, and financial analysts seeking investment insights. "I've covered gaming for 25 years and am proud that *GamingToday* has the inside scoop at this new and exciting industry showcase," says Chuck Di Rocco, the newspaper's publisher. "Our readers will benefit from the AGA programs that G2E proceeds will support. So, when Frank Fahrenkopf talks, I listen!"

"*GamingToday* is studied, reviewed and relied upon all over the world. With its editorial and marketing clout and Chuck's support, we will reach a large, influential audience critical to the success of G2E," says Frank J. Fahrenkopf, Jr., president and CEO of the American Gaming Association (AGA), the show's organizer. The AGA will use funds generated by G2E for educational programs targeted to consumers, government and business executives.

As the first show produced by the industry itself, G2E is widely considered a milestone in the development of gaming as a worldwide leisure market. "G2E is a 'home grown' conference with a fresh, international approach to innovative products, services and technologies. G2E is unique – it's by the industry, for the industry," says Fahrenkopf.

Gaming executives and operators will have the chance to form relationships with suppliers from around the world, as well as attend dynamic presentations by experts whose innovative, yet practical, ideas can have immediate bottom line impact.

The more than 150 companies exhibiting at G2E are leading players worldwide. They include A.C. Coin & Slot Service Co., Anchor Games, Aristocrat Technologies, Asahi Seiko USA Inc., Atronic America LLC, Austrian Gaming Industries, Bally Gaming & Systems, Bourgogne et Grasset, Grips Systems Inc., International Game Technology, Konami Gaming, Mikohn Corporation, Paul Steelman Design Group, Recreativos Franco, Sega Gaming Technology,

Shuffle Master Gaming, and WMS Gaming.

Other G2E official show publications are *Casino International*, *Casino World* and *Native American Casino*. G2E has been endorsed by the European Gaming Organization, Europe's only official gaming association, and the Association of Gaming Equipment Manufacturers, which represents the premiere makers of gaming devices and equipment.

The American Gaming Association represents the commercial casino-entertainment industry by addressing federal legislative and regulatory issues. It is a clearinghouse for information, develops educational and advocacy programs, and provides leadership on industry-related issues of public concern.

Reed Exhibition Companies (REC), G2E's show management partner, is the world leader in creating high-profile, targeted industry events where buyers and suppliers come together to do business. Every year, REC events bring together 156,000 suppliers and more than 9 million buyers from around the world. Today, REC events are held in 29 countries throughout the Americas, Europe, the Middle East, Africa and Asia/Pacific, and are organized by 30 fully staffed offices. REC's portfolio of more than 440 events serves 49 industries in 11 key sectors. As a member of the Reed Elsevier plc group, a world-leading business and information provider, REC offers integrated market access programs covering exhibitions, trade publications, direct marketing and the Internet.

Exhibitors and buyers can learn more about G2E by visiting its Web site at www.globalgamingexpo.com. Buyers can pre-register on-line for free show admission.

#