



FOR IMMEDIATE RELEASE
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President & CEO, AGA

Today, we are here to witness an important milestone for the entire gaming industry and the American Gaming Association. As we embark on a new century, the American Gaming Association feels the time is right to create an international trade show and conference that will not only become the premier show for gaming industry suppliers and professionals worldwide, but will also be industry-focused and fair to all exhibitors.

The AGA is, therefore, pleased and proud in joining its partner-Reed Exhibition Companies--to announce that on October 1, 2001, the American Gaming Association will host the first Global Gaming Expo, or G2E, here in Las Vegas at the Las Vegas Convention Center. Global Gaming Expo will be a trade show by the industry and for the industry. G2E will offer unparalleled value to all participants. G2E will be fair and balanced, and the proceeds will be used to directly benefit the gaming industry.

Our decision to host the Global Gaming Expo beginning in 2001 reflects the evolution and maturity of the American Gaming Association over the past five years. It's not a new thing for an industry to host its own trade show; it's actually quite common. The AGA has always recognized the importance of hosting its own trade show, but we felt we could not make this important commitment to the industry until all the crucial pieces were in place. We can now make that commitment with confidence. Those crucial elements are:

A strong, experienced and established association ready to focus its full attention to this task,
Fully informed and supportive members,
The best trade show management company as a partner to turn our ideas into reality.

By hosting the Global Gaming Expo, in partnership with Reed Exhibition Companies, one of the world's top trade show companies and a company with enormous experience in the Las Vegas convention business, we will create opportunities and benefits that will make Global Gaming Expo the best venue possible for all of those who make up the gaming industry. Global Gaming Expo will be a trade show by the gaming industry, for the gaming industry. The great support we have received at this early stage makes us very confident of our ultimate success.

That is why I can say without any reservations that come October of next year, those who come to Global Gaming Expo will be participating in the most comprehensive, professional and innovative trade show ever put on for gaming industry professionals.

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