



FOR IMMEDIATE RELEASE

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Statement by, Phil Satre

Chairman, Harrah's Entertainment, Inc.

Thank you very much, Chuck and Frank, for your invitation to participate in such an important event. Thank you both for your leadership and stewardship of the association that represents the casino gaming industry and the best interests of all its members.

Harrah's is pleased the American Gaming Association has demonstrated foresight and vision by deciding to create a truly representative gaming industry trade show. The AGA understands the diverse needs, both current and future, of our industry. It is also time the proceeds from the show are used to directly support the important work of the gaming industry.

Like other industries, ours faces many challenges and opportunities in the coming years. It makes good business sense to invest our money in ourselves in order to exploit the opportunities and successfully overcome the challenges. The proceeds of future Global Gaming Expos can be used to support the lobbying, education and outreach activities of our association.

We also know that with the AGA as host of the Global Gaming Expo, the industry will greatly benefit in many other ways. We believe that when an industry designs and manages its own trade shows, the strategic needs of all participants are considered from the very beginning. I know Harrah's will do well from its involvement in Global Gaming Expo, and so will our colleagues and the many exhibitors and vendors, regardless of size.

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