



FOR IMMEDIATE RELEASE

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Statement by, Rick White

President & CEO, Reed Exhibition Companies-NA

Reed Exhibition Companies is very pleased to be a partner with the American Gaming Association for the Global Gaming Expo, which will be the best trade show the gaming industry has ever seen. We are very excited about the opportunity to help the gaming industry grow and benefit through this partnership.

First, a few words about Reed, for those of you who may not be familiar with us. Reed Exhibition Companies is one of the world's leading organizers of trade shows and conferences. We currently manage a portfolio of 334 events, servicing 45 industries in 28 countries. Our exhibitions attract over 100,000 suppliers and 5.5 million buyers, each and every year. We conduct six shows in Las Vegas every year. Those are a lot of numbers and I apologize.

I guess my bottom line message is that Reed Exhibition Companies is well suited to be working with the AGA to host the premier trade show for the gaming industry.

A Global Gaming Expo team comprised of twelve of our best specialists will directly handle everything from exhibitor and attendee relationships, to sales and marketing, promotions, logistics and other needs. Additionally, the Global Gaming Expo team will be able to draw support from our 1,500 other employees in 24 offices worldwide.

We are also prepared to draw upon our experience with the Las Vegas Convention Center and the many fine hotels Las Vegas has to offer. We are also planning to establish a local sales office to directly serve our clients.

We are confident that the union of Reeds' experience with the American Gaming Association's vision, and our joint commitment to excellence, will make Global Gaming Expo the premier trade show for the entire gaming industry.

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