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**Bear Stearns and Goldman Sachs To Conduct Gaming Industry Financial Updates Exclusively At Global Gaming Expo (G2E)**

*Sessions to Offer Wall Street Investment Community Inside Look at Leading Gaming Companies*

Norwalk, CT—Global Gaming Expo (G2E) today announced that Wall Street giants Bear, Stearns & Co. Inc. and Goldman, Sachs & Co. will conduct approximately 40 *financial updates* — offering an inside look at the financial future of the gaming industry — at its Oct. 1-3 trade show and conference.

The two investment banking firms have invited a select group of investors, analysts and other financial professionals to attend the sessions, during which CEOs, CFOs and other top executives from 40 leading gaming companies representing all segments of the industry will provide their perspectives on market situations, company business strategies and expansion plans. Among those companies scheduled to participate are Churchill Downs; GTECH; Harrah's Entertainment, Inc.; International Game Technology (IGT); MGM MIRAGE; Mandalay Resort Group; the Mississippi Band of Choctaw Indians; and Station Casinos, Inc.

"The companies making these presentations represent some of the biggest names on Wall Street involved in this industry," said Bear, Stearns & Co. Inc. Senior Managing Director Jason Ader. "Because G2E is bringing together the world's leading gaming companies, the show is an ideal forum for this type of exchange of information with potential investors."

Added Goldman Sachs & Co. Vice President and Senior Gaming Analyst Steven Kent: "These financial updates will offer the investment community a rare opportunity to learn about the gaming business from a broad cross-section of industry leaders. The select group we've invited will benefit from the insight that will be offered by some of this industry's most innovative and aggressive companies."

G2E, organized by the American Gaming Association (AGA) in conjunction with Reed Exhibition Companies, is the first international, industry-hosted trade show and conference specifically designed by the industry and for the industry. The event will debut this October at the Las Vegas Convention Center, its host venue through 2020.

In addition to the *Bear Stearns–Goldman, Sachs Financial Update*s, G2E organizers have also incorporated sessions into the program that examine a host of important financial issues facing the gaming industry today. One such session, the *NYSE or NASDAQ: How Wall Street Views the Industry*, will feature some of Wall Street's most respected gaming analysts discussing a wide range of financial and investment issues that directly impact the gaming industry, including David Anders of Merrill Lynch; Andrew Zarnett of Deutsche Bank; Harry Curtis of Robertson Stephens; Bill Schmitt of CIBC World Markets; William Newby of Bank of America; Robin Farley of UBS

Warburg; and John Kempf of Goldman, Sachs & Co. The panel will be moderated by Michael Pollock, editor and publisher of the *Gaming Industry Observer*.

“The fact that G2E will bring together for the first time two of the most prominent names on Wall Street to host their financial updates is a reflection of the caliber of companies participating in this show,” said AGA President and CEO Frank J. Fahrenkopf, Jr. “The involvement of Bear Stearns and Goldman Sachs, combined with a conference program featuring other leading gaming analysts, provides further evidence of our commitment to be the show by the industry and for the industry, with a simple goal to provide the highest quality content possible.”

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 Exhibition Companies, 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 the conference program and for free show admission.

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