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Global Gaming Expo Partners with Casino International
Alliance Underscores G2E's Commitment to Worldwide Gaming Industry

Washington, DC—Global Gaming Expo (G2E), the first international industry-hosted trade show and conference for the gaming-entertainment industry, announced today a strategic editorial and marketing alliance with Casino International, a leading trade journal of the European and international gaming industry. As an "official G2E publication," Casino International will cover news and events leading up to this new trade show and conference, which will debut Oct.1-3, 2001, at the Las Vegas Convention Center.

"Casino International has never formed an alliance like this before, but we are very excited about G2E and the many opportunities it will offer international exhibitors and visitors," said Managing Editor Michael Mellor. "G2E is a new, innovative and not-to-be-missed event for the worldwide gaming industry." In addition to providing full editorial coverage of G2E, the magazine will use its marketing and sales staff to help promote the trade show to its clients around the globe. Casino International, a monthly publication with a circulation of approximately 4,000, is read worldwide by casino operators, manufacturers and other members of the gaming industry.

Organized by the American Gaming Association (AGA), G2E will be a state-of-the-art event showcasing the leading products and services of the gaming industry worldwide. Describing the event as "a trade show that's hosted by the industry and for the industry," AGA President and CEO Frank J. Fahrenkopf, Jr., commented, "Companies from all segments of the gaming industry will benefit from a show that will be responsive to their needs while offering unrivaled opportunities for generating more business."

The alliance between G2E and Casino International underscores the global nature of the upcoming trade show. "We recognize the scope and importance of the gaming industry in Europe, Latin America, Australia and Asia, and one of our primary goals is to make G2E a truly international event," said Rick White, president and CEO of Reed Exhibition Companies-North America (REC), which is creating and managing G2E in partnership

with the AGA. "There has been criticism that past trade shows do not properly represent international companies. G2E will be different. That is why we are traveling the world to listen to international exhibitors and generate support for the event." White noted that REC has a vast global network with offices in the United Kingdom, Germany, France, Australia, Japan, China and a number of Baltic states that will be used to disseminate information about the trade show.

"I cannot tell you how pleased we are to have Casino International on board in the effort to

promote G2E," White added. "The alliance between G2E and this preeminent trade journal will be instrumental in helping us succeed in making G2E a must-attend show for the gaming industry around the world, not just in the United States."

Casino International joins a growing list of G2E supporters, including the Association of Gaming Equipment Manufacturers (AGEM). AGEM, which represents the world's leading gaming equipment manufacturers, has agreed to exclusively endorse and support G2E in 2001 and beyond, assuring the presence of important sectors of the gaming industry at this global trade show and conference.

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 is one of the world's leading organizers of trade and public shows, with a current portfolio of over 400 events servicing 45 industries in 11 key sectors in 24 countries across five continents. Over 135,000 exhibiting companies take advantage of REC's marketing opportunities, which attract 5.5 million buyers globally. Reed Exhibition Companies is part of the Reed Elsevier plc group, a world leading provider of information-driven services and solutions. It employs 1,500 people in 24 fully staffed offices around the world.

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