



FOR IMMEDIATE RELEASE

October 13, 2000

Contact:
Lorenz Hassenstein
1-203-840-5548

Armando Trull
1-202-530-4698

Global Gaming Expo Books More Than Half of Booth Space In One Day
Industry Leaders Show Overwhelming Support for the 2001 International Trade Event

Washington, DC—More than half of all the available exhibition square footage for next year's debut of the Global Gaming Expo (G2E), the first industry-hosted trade show and conference for the international gaming industry, was reserved during the first day of space selection. G2E announced today that dozens of companies have booked space for their exhibition booths during a high-tech space selection process conducted this week via the Internet. G2E will be held Oct. 1-3, 2001, at the Las Vegas Convention Center and is expected to be the most innovative gaming trade event ever held in Las Vegas.

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. AGA President and CEO Frank J. Fahrenkopf, Jr., commented, "This overwhelming and unprecedented level of response to G2E so early in the process underscores industry support for AGA's vision of what a gaming industry trade event ought to be – one that is by the industry and for the industry, global in scope and allows companies from all segments of the industry to benefit, regardless of size."

Reed Exhibition Companies (REC), a world leader in trade show management, is creating and managing G2E in partnership with the AGA and was responsible for setting up the space draw through the use of innovative Internet technology. Potential exhibitors were divided into tiers according to space needs and then invited to participate in a "lottery drawing" to determine the order in which they would select space. Afterwards, exhibiting company representatives were able to access the G2E Web site and, through the Internet, select exhibition space without having to leave their offices.

"We wanted to create a space-selection process that would be fair and user-friendly for all exhibitors," said REC Vice President Lorenz Hassenstein. "Based on the feedback we received from customers on the first day, we are confident that we have accomplished this goal."

"This is just one example of how we intend to use out-of-the-box thinking in our approach to delivering the highest value to G2E exhibitors and attendees," Hassenstein added. G2E representatives will continue to contact prospective exhibitors to assign space and to solicit participants to form advisory groups for the trade show and conference.

Among the companies already signed on to participate in G2E are AC Coin & Slot Service Company, Inc.; Anchor Gaming; Aristocrat Leisure Limited; Asahi Seiko USA, Inc.; Atronic Casino Technology; Bally Gaming, Inc.; Bud Jones Company; Cadillac Jack, Inc.; Cole Industries, Inc.;

Gaming Laboratories International, Inc. (GLI); Gaming Systems International; Gemaco Playing Card Company; Grassar; International Game Technology (IGT); JCM American Corporation; John Huxley Casino Equipment Limited; Konami Gaming, Inc.; Mikohn Gaming Corporation; The Paul Steelman Design Group, Inc.; Paul-Son Gaming Supplies, Inc.; Pinnacle Furnishings; Prime Table Games; Shuffle Master, Inc.; Sigma Game, Inc.; Tech Art, Inc.; Undesa; The United States Playing Card Company; VSR Lock, Inc.; and Williams WMS Gaming Inc.

G2E is officially sponsored by the Association of Gaming Equipment Manufacturers (AGEM), which represents the leading makers of gaming equipment.

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.

#