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Opening Day at Global Gaming Expo a Grand Success!

*Overflowing Conference Sessions, Jammed Exhibitor Hall and Whoopi Goldberg's Keynote
Galvanize the Gaming Industry at G2E, Las Vegas*

Las Vegas—Global Gaming Expo (G2E) opened in grand style on October 1st at the Las Vegas Convention Center to an industry determined to make the event an even greater success than its planners originally anticipated.

G2E, the first gaming trade show and conference ever produced by the industry and for the industry, was organized by the American Gaming Association (AGA) in conjunction with Reed Exhibition Companies. Preliminary registration data indicate that 5,996 people attended G2E on opening day. Of this group, 4,050 registered for the exhibit hall; 1,946 registered for conference sessions; and 1,521 visitors attended G2E from countries other than the U.S.

"We're thrilled to see the industry turn out in huge numbers," says Lorenz Hassenstein, Vice President, Reed Exhibition Companies. "The show floor is literally jammed with buyers, proving that G2E is where the industry has decided to gather to conduct the business of gaming."

Keynote speaker Whoopi Goldberg launched G2E on a festive note with her signature humor and energy, speaking to a standing room only crowd of more than 1,000 people.

Immediately following Ms. Goldberg's speech was the G2E opening ceremony and ribbon cutting with Las Vegas Mayor Oscar Goodman, Congresswoman Shelley Berkley and AGA President and CEO Frank J. Fahrenkopf, Jr., leading a contingent of gaming industry dignitaries.

The group included Ernie Stevens, Chairman, National Indian Gaming Association, Jacob Coyne, Executive Director, California Nations Indian Gaming Association, Charles N. Mathewson, Chairman and Chief Executive Officer, International Game Technology, Philip Satre, Chairman and CEO, Harrah's Entertainment, Terry Lanni, Chairman & CEO, MGM Mirage, Don Snyder, President, Boyd Gaming Corporation, Dave Thompson, Chairman and CEO, Mikohn Corporation, and Martin Williams, Chairman, European Gaming Organization.

The colorful event featured a three-piece band, red, white and blue confetti, and Lucille Ball and Marilyn Monroe impersonators, compliments of International Game Technology.

As the doors to the exhibit hall opened, thousands of gaming industry buyers from commercial casinos, Native American casinos and other gaming venues from around the world converged on

the booths of 376 companies, including all leading gaming manufacturers, over a net square footage of 138,330 feet.

The conference component of Global Gaming Expo opened to overflowing sessions, featuring senior gaming industry experts, among them company CEO's, presidents and board chairs and tribal leaders. Provocative sessions include "The California Revolution: What It Means For Everyone Else," "The Next Generation: The Latest Trend in Slots," "Internet Gambling: New Revenue Source or Same Old Problem?" and "Money Machines: How Coinless Play is Revolutionizing Gaming."

"Attendee feedback is that the quality of the sessions and the quality of the speakers are incredible," says Hassenstein. "The conference program was built by the industry's experts, the senior level folks who best understand the industry. We're delighted that the energy in the conference sessions is so incredibly high."

The AGA 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 register for G2E, visit the Las Vegas Convention Center or to learn more about the event, visit the G2E Web site at www.globalgamingexpo.com. To download photos from the event, visit www.einzig.com/g2e.

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