



FOR IMMEDIATE RELEASE

September 18, 2001

Contact:
Lorenz Hassenstein
1-203-840-5548

Global Gaming Expo (G2E) Will Be Premier Event For the Gaming-Entertainment Industry
With less than two weeks until its inaugural event, G2E continues to surpass expectations

Norwalk, CT—Global Gaming Expo (G2E), the first industry-hosted, international trade show and conference for the gaming-entertainment industry, announced today that two weeks before its debut, it has already exceeded its initial expectations.

For example, some key highlights include:

G2E pre-registration shows strong support by the industry. To date, 8,305 attendees, representing industry leaders and professionals from around the world, have pre-registered for G2E.

G2E exhibitors include all of the major gaming manufacturers and suppliers. The show, with 142,375 square feet of exhibitor space, the largest of any gaming trade show, has completely sold out. G2E currently has 384 exhibitors showcasing hundreds of new products in the exhibit hall.

G2E is the only show that is supported by the top worldwide gaming organizations. Official G2E supporters include the Association of Gaming Equipment Manufacturers (AGEM); the Gaming Standards Association (GSA); the Asociación Latinoamericana de Juegos de Azar (ALAJA), representing Latin American operators and suppliers; the European Gaming Organization (EGO), Europe's only official gaming association; the Australian Casino Association (ACA); and the National Indian Gaming Association (NIGA), representing 168 Indian Nations and tribal gaming enterprises.

G2E features a Who's Who of the gaming-entertainment industry. Keynote addresses will be made by industry leaders, including Whoopi Goldberg, Oscar-winning actress and performer; Alex Yemenidjian, chairman of the board and CEO of MGM Studios; Thomas Gallagher, president and CEO of Park Place Entertainment Corporation; J. Terrence Lanni, chairman and CEO of MGM MIRAGE; Des Randall, CEO of Aristocrat Technologies, Inc; Paul Herzfeld, chief executive of Casinos Austria International; and Ernest L. Stevens, Jr., chairman of the National Indian Gaming Association (NIGA). G2E will also feature 100 dynamic conference sessions led by industry experts.

G2E is the only forum for the exchange of ideas across all sectors of the gaming industry. Cutting-edge information and innovation on key industry areas will be released at G2E, such as new research on pathological gambling, the first industry-wide study on diversity, and the latest trends in equipment and technology.

G2E provides global networking opportunities. Gaming-entertainment industry leaders will network and conduct business at high profile events such as the AGA International Welcome

Reception (Sept. 30), the AGA Awards Dinner Honoring America's Gaming Greats (Oct. 2), and the AGA Communications Awards (Oct. 3).

G2E, organized by the American Gaming Association (AGA) in conjunction with Reed Exhibition Companies, will be held Oct. 1-3, 2001, at the Las Vegas Convention Center, its host venue through 2020.

"The tremendous interest in the inaugural G2E event demonstrates that it will be the must-attend for the gaming-entertainment industry," said Frank J. Fahrenkopf, Jr., president and CEO of the AGA. "G2E, the only show by the industry and for the industry, is already a success."

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 obtain a press pass and to learn more about G2E, visit the event's Web site at www.globalgamingexpo.com. Buyers can also pre-register online for free show admission and the conference program.

#