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Hundreds of New Products to Boost Industry Buzz and Buying at G2E the First Gaming Industry Trade Show and Conference

Norwalk, CT—Global Gaming Expo (G2E) will be a hot bed of cool new, high-tech products when it debuts at the Las Vegas Convention Center on October 1 – 3, 2001. Produced by the American Gaming Association, G2E will feature more than 380 exhibitors from around the world and welcome more than 9,400 buyers from commercial casinos, Native American gaming establishments and other gaming venues.

Across the entire show floor will be hundreds of new items. The following companies have elected to participate in G2E's "New Product Showcase," located on the show floor, in The Plaza, booth P208.

Atronic America LLC, booth 4823, will launch Sphinx II, an innovative bonus feature and a pioneering concept in pay-loading to the globally successful Sphinx game. The unique buy-a-pay feature and innovative Tutenchamun's Treasure Bonus offer a new level of inter-activity. Digital, stereo sound, exceptional graphics and touch screen further add to the playing experience.

Bally Gaming and Systems, booth 4419, will introduce Ray Charles[™] America the Beautiful[™], a new EVO[™] SLOT game that combines a classic reel-spinning experience with an interactive video feature. With a 15-inch, touch-screen liquid crystal display (LCD) positioned directly above the reels, players won't have to reach far to experience the sights and sounds of Mr. Charles' long career. During regular game play, the LCD screen showcases the paytable that offers a top award of 4,000 credits. When players line up three Ray Charles Concert Tickets, the LCD screen comes alive and players select different concert tickets from Mr. Charles' storied past. Mr. Charles then tells a different story from the specific concert venue before the bonus feature concludes with a stirring rendition of America the Beautiful. An additional mini-bonus gives players the chance to select one of three beautiful "Paylettes." The base game offers a progressive top award and the main bonus feature pays up to 1,000 credits.

Coin Mechanisms, Inc., booth 4849, will again raise the bar in coin validation security with the introduction of its new Defender platform. The current era has seen a dramatic increase in the use of technically sophisticated slot cheating tools and methods. Technically educated criminals are reverse engineering the security aspects of a slot machine and developing techniques to defeat existing security devices.

The Defender is designed to protect against hi-tech criminals and their tools and methods. An array of ten sensors track and time a coin or token from the moment it enters the Defender until the moment it exits. Interrelated independent tests, combined with advanced timing algorithms, manage the coin validation process...all at processing speeds significantly exceeding ten coins per second.

DEQ Casinos, Ltd., booth 4059, hits pay dirt with the Flying Bet Roulette™, a versatile, remote console game played simultaneously with a live Roulette table game. This game's many features include Multi-Betting as well as a Progressive Jackpot.

Was it Mrs. White with the Knife in the Study? Or maybe Colonel Mustard with the Rope in the Billiard Room? The colorful cast is all here in **Mikohn Corporation's**, booth 4619, new Clue® Winning Solution™ Video Slot as players try to solve the mystery at Mr. Boddy's mansion! The Clue® Winning Solution™ game will captivate players by rich, interactive play in the form of four separate bonus games. The Clue® slot machine also continues Mikohn's revolutionary trivia based concept with the inclusion of the Mystery Trivia™ bonus round.

New Wave Automation, booth 1101, debuts BRAVO, (Bet Recognition with Advanced Video Operation). BRAVO determines bets based on the chip colors and security inlays unique to each casino. It's real-time tracking that's really accurate. Pit personnel apply tracking data, not gather it. BRAVO means better micro-reporting for the player level and macro-reporting on game utilization and census counts.

Slot-Tickets™, booth 1008, with LaserLock™ anti-counterfeiting security is the original approved source for IGT EZ-Pay™ slot machine tickets. Slot-Tickets™ manufactures high quality tickets designed for all "ticket-in/ticket-out" coinless slot machines. Benefits include thousands to tens-of-millions, high quality printing to 14 colors, annual contracts and JIT delivery system.

The CyberLock from Videx, booth 1147, is a line of intelligent lock cylinders that provide the ideal access control solution for the gaming industry. CyberLocks install without wiring in slot machines, cash drawers, doorways and key cabinets. Access is granted to individuals for specific times and days, and an audit report of each entry is recorded in both lock and key.

World Gaming, booth 1371, introduces World Gaming 3.2, a complete gaming suite designed to drive revenues beyond the competition! The suite now includes JAVA casino, Lottery games, Windows Casino software, Sports Book and Pari-mutuel wagering. The suite is fully supported by a state-of-the-art back-end, unparalleled security, flexible reporting, and complete CRM solution.

G2E is organized by the American Gaming Association (AGA). 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.

Media can register for Global Gaming Expo exhibits and conferences for free, online at www.globalgamingexpo.com. Buyers can register for free exhibit hall admission and discounted conference rates on line.

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