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G2E HIGH EXPECTATIONS, SKYROCKETING NUMBERS

G2E Organizers Predict 7,000 Buyers to Shop 365 Exhibits

Norwalk, CT—When it comes to quality of registrants, Global Gaming Expo (G2E), the American Gaming Association's new gaming trade show and conference, is not only meeting – but exceeding – expectations.

With 6,074 attendees registered to date, G2E organizers predict that, by opening day, October 1st, at the Las Vegas Convention Center, this global gaming marketplace will be jammed with 7,000 senior executives from 70 countries shopping more than 365 exhibitors from around the world.

Two hundred thirty six registrants are registered as Executive VIPs, representing company and tribal chairmen, chief executive officers, presidents, chief operating officers and chief financial officers from such "name brand" gaming companies as Trump Hotels & Casino Resort, Bally's Las Vegas, Treasure Island, New York-New York Hotel & Casino, Princess Cruises, Sun International Hotels, Foxwoods Resort & Casino, Harrah's Entertainment, Inc., Isle of Capri Casinos, Bellagio Hotel & Casino and MGM Grand.

Purchasing experts from commercial and Native American casinos, riverboats, racetracks and other gaming industry sectors are registered and primed to spend precious dollars at G2E. Registrants represent middle, senior and corporate management in such job functions as sales/marketing, table games, slots, information, financial, compliance, security, food and beverage, retail and entertainment.

Promoted as a diverse, international marketplace, G2E has lived up to its billing. Registrants come from such countries as Argentina, Australia, Bulgaria, Canada, Estonia, France, Germany, Japan, Lebanon, the Netherlands, New Zealand, Peru, Russia and the United Kingdom. Sponsoring international associations include the European Gaming Organization (EGO), the Asociación Latinoamericana de Juegos de Azar (ALAJA), and the Australian Casino Association (ACA). The Native American gaming community, including tribal casino executives, local and national industry associations and gaming publications, is exceedingly well represented. And, a significant percentage of registrants are coming from such increasingly influential gaming states as California, New Mexico, Florida, Colorado, Mississippi, Illinois, Arizona and Minnesota.

"The numbers we are reporting today indicate that a year's worth of intensive marketing and sales efforts are paying off for the supporters and organizers of Global Gaming Expo," says Lorenz Hassenstein, Industry Vice President, Reed Exhibitions, G2E's show management partner.

“These figures are true, pure numbers in that they represent actual buyers only. We do not include exhibitor and other event staff in our numbers. And, we will be auditing our numbers post show to confirm this fact. With an average of 150 registrations daily, there is every reason to believe that G2E will meet – and surpass – expectations.”

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 G2E 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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