

## **Spectrum Gaming Group, Spectrum OSO Asia named G2E's 'emerging markets advisors'**

LAS VEGAS—Spectrum Gaming Group and Spectrum OSO Asia Ltd. have been named "emerging markets advisors" to Global Gaming Expo (G2E), the gaming industry's premier conference and trade show. The annual event will be held September 13-15 at the Las Vegas Convention Center.

Spectrum Gaming Group ([www.spectrumgaming.com](http://www.spectrumgaming.com)), a New Jersey-based company with offices around the world, has a particularly strong presence in Asia, Latin America and other emerging markets. Spectrum OSO Asia ([www.spec-oso.com](http://www.spec-oso.com)) is a joint venture between Spectrum Gaming Group, the San Francisco based OSO Group, Ltd. and key principals William O'Reilly, Paul Bromberg and Jonathon Sikes. It offers more than 60 years of law enforcement, regulatory compliance and commercial experience throughout Asia. Spectrum Gaming Group and Spectrum OSO Asia have joint offices in Bangkok, Guam, Hong Kong, Macau and Tokyo.

"Spectrum has been a proud supporter of G2E since it was founded. Our flagship publication, *Michael Pollock's Gaming Industry Observer*, was one of the original supporters of an event that provides invaluable educational, marketing and other opportunities to the casino industry around the world," said Fredric E. Gushin, Spectrum managing director. "Spectrum and Spectrum OSO Asia will actively spread the word among operators, regulators, investors and others that they need to attend G2E to stay atop industry trends and view the world's largest array of gaming-related exhibits. G2E is essential for anyone who is serious about doing business in the gaming industry."

"By establishing marketing synergies with experienced companies like Spectrum Gaming Group and Spectrum ISO, we broaden our reach in areas where casino gaming is just beginning to emerge as an economic force," said Frank J. Fahrenkopf, Jr., president and CEO of the American Gaming Association (AGA). "Attracting these new attendees and exhibitors brings fresh perspectives to our event, facilitating a more robust idea and product exchange that will benefit all our attendees."

Global Gaming Expo (G2E) ([www.globalgamingexpo.com](http://www.globalgamingexpo.com)) is the international gaming trade show and conference "by the industry and for the industry," and is scheduled for September 13-15, 2005 at the Las Vegas Convention Center. Organized by the American Gaming Association (AGA) and Reed Exhibitions, G2E made its debut in fall 2001, defining itself as the pre-eminent show for the gaming-entertainment industry. G2E's portfolio of global gaming events includes Casino Design and Racino. 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.

Spectrum Gaming Group co-produces the East Coast Gaming Congress ([www.eastcoastgamingcongress.com](http://www.eastcoastgamingcongress.com)), which will be held at Boardwalk Hall in Atlantic City on May 26, 2005. Fahrenkopf will be one of the featured speakers, and G2E will be on-site to provide information to potential attendees and exhibitors.