



**FOR IMMEDIATE RELEASE**  
September 14, 2005

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**LEADING GAMING CEOS COMMIT TO GULF REGION**  
*Predict Region Will Prosper Again*

**LAS VEGAS**—Terry Lanni, chairman and CEO of MGM MIRAGE, and Gary Loveman, president and CEO of Harrah's Entertainment, today told gaming executives at Global Gaming Expo 2005 that their companies remain committed to the Gulf Coast and predicted the region would prosper again despite the devastating impact of Hurricane Katrina.

At the keynote session moderated by Frank J. Fahrenkopf, Jr., president and CEO of the American Gaming Association (AGA), Lanni and Loveman indicated rebuilding efforts in Mississippi may in fact result in new gaming facilities that are more luxurious and boast a wider range of first-class non-gaming amenities than previously existed.

"When we rebuild our properties in the area, we expect to provide a wider range of entertainment options for our customers," Loveman said.

Lanni noted that MGM MIRAGE's Biloxi property, the Beau Rivage, already was considered a state-of-the-art property before the storm, and he indicated the company intends to rebuild using the same high standard.

As they begin to explore rebuilding their properties, both executives emphasized their primary focus remains on assisting affected employees. Lanni and Loveman outlined each of their companies' individual relief efforts, including continuing to pay employees for at least the next 90 days, extending and expanding health benefits, providing temporary housing and offering relocation packages.

Despite the offer to relocate their Gulf Coast gaming employees to other properties around the country, both Lanni and Loveman indicated the majority of their employees are reluctant to leave the communities where they have lived and worked for several years, with only a handful of employees taking advantage of the offer.

"We're seeing an incredible commitment by our employees to the area," Loveman commented. "Many of our employees have long-standing roots and want to stay."

One issue both executives will be closely watching in the coming weeks is the state legislature's decision about whether to allow the Gulf Coast casinos to rebuild on land instead of water. When asked to comment directly on the issue, both panelists said the decision is up to the state legislature and governor, but neither expressed opposition to rebuilding on land as long as the gaming facility would be located near the existing footprint of the property. Loveman further expanded on the issue saying, "Absolutely nothing has been gained by having the casinos on water. These are regular businesses and should be on land like any other business."

Beyond Hurricane Katrina, the pair discussed the growing international gaming market and expanding opportunities abroad. There was clear agreement between Lanni and Loveman that the most promising opportunities for industry expansion will be in Asia, with activities already underway in Macau and Singapore and potential opportunities in Korea, Thailand and Vietnam.

Lanni and Loveman agreed that, despite industry analysts' worries, expansion into new international markets would not adversely affect existing gaming markets in the United States.

"Historically, every time casinos have expanded beyond Las Vegas, there is a great deal of concern about the negative impact on the existing industry," explained Lanni. "Yet, every time, the opposite has been true, with expansion in other communities bringing new customers to Las Vegas and to all existing properties."

However, according to Lanni, the ability of U.S. gaming companies to continue bringing in more visitors from abroad is somewhat dependent on the U.S. government revamping the currently restrictive federal Visa regulations for incoming visitors to the United States.

Lanni and Loveman tackled several other topics during their discussion, including the growing importance of non-gaming amenities to their businesses. Lanni indicated that approximately 55 percent of his company's revenue is now generated by non-gaming activities, and he expects that percentage to continue to grow.

The pair also discussed the explosive popularity of poker. Loveman, whose company recently acquired the World Series of Poker, noted there is much the gaming industry can learn from the current poker boom.

"What needs to happen within the casino environment is that we need to capture the social aspect of the game and the curiosity of observers in its behavioral interactions. So far, as an industry, we have not done well at recreating these aspects of the game on the casino floor."

In response to a question from a member of the audience, both executives indicated their continued support for operations in the Reno market, but indicated the market presents challenges not present in Las Vegas that will need attention from local elected officials if the region is to grow.

G2E is the leading trade event for the worldwide gaming entertainment community, attended by more than 25,000 industry professionals from around the world. The event will run through Thursday, September 15, 2005.

For more information on G2E visit [www.globalgamingexpo.com](http://www.globalgamingexpo.com).

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Global Gaming Expo (G2E) is the international gaming trade show and conference "by the industry and for the industry." 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.

Reed Exhibitions is a world leader in creating high profile, targeted industry events where buyers and suppliers come together to do business. Every year, Reed events bring together some 90,000 suppliers and over 5.5 million buyers from around the world. Today, Reed events are held in 32 countries throughout the Americas, Europe, the Middle East, Africa and Asia/Pacific, and are organized by 26 fully staffed offices. Reed's portfolio of more than 420 events services 49 industries in 12 key sectors.

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