



MEDIA ADVISORY

FOR IMMEDIATE RELEASE
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DISTINGUISHED SPORTSWRITER FRANK DEFORD WILL LEAD OFF KEYNOTES AT GLOBAL GAMING EXPO (G2E) 2007

WHAT: Emmy Award-winning sportswriter, radio commentator and TV correspondent Frank Deford promises to provide G2E attendees with a unique and entertaining perspective on everything from sports to gaming to life when he delivers the first keynote at Global Gaming Expo (G2E) 2007.

Deford is the senior contributing writer for *Sports Illustrated*, a commentator for "Morning Edition" on National Public Radio and a correspondent for the HBO show "Real Sports with Bryant Gumbel." He is the author of 14 books, two of which have been made into movies. Deford has won an Emmy and was twice voted Magazine Writer of The Year by the *Washington Journalism Review*.

WHEN: Tuesday, Nov. 13, 2007
10:30 – 11:30 a.m.

WHERE: Las Vegas Convention Center
Room N250
3150 Paradise Rd.

To view the complete G2E 2007 conference program, visit www.globalgamingexpo.com.

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. The G2E portfolio of events includes G2E Institute and G2E Asia.

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 the world's leader in organizing a wide range of events, including exhibitions, conferences, congresses and meetings. In 2006 Reed brought together more than 6 million industry professionals from around the world, generating billions of dollars in business. Today Reed events are held in 34 countries throughout the Americas, Europe, the Middle East and Asia Pacific, and organized by 37 fully staffed offices. Reed's portfolio of more than 460 events services 52 key industry sectors.

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