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**G2E 2008 CONFERENCE TO INCLUDE SPECIAL FOCUS
ON EFFECTS OF ECONOMIC LANDSCAPE**

*17 Conference Tracks Plus Specialized Professional Education Events to Offer Sessions on
Unique Trends, Challenges and Opportunities Facing Gaming Industry Professionals*

LAS VEGAS – The current economic landscape and the effect it will have on the future of the gaming entertainment industry is among the important issues that will be discussed this year as part of Global Gaming Expo's (G2E) 2008 conference and specialized professional education events. The conference at G2E 2008 is scheduled for Nov. 18-20 at the Las Vegas Convention Center, with G2E's three specialized professional education events – the G2E Training & Development Institute, G2E Leadership Academy and Casino Design – all scheduled for Nov. 17.

The conference at G2E 2008 will offer 17 distinct tracks focusing on subjects ranging from finance to food and beverage, and from entertainment to corporate social responsibility. In addition to providing professional education in these varied industry areas, this year's conference sessions will include a specific emphasis on helping attendees maximize their professional knowledge in order to best address the current economic slowdown, and also will include interesting perspectives on what effects this year's U.S. presidential election may have on the overall economy and the business world.

"As with any consumer-driven industry, professionals in the gaming entertainment industry must be prepared to navigate not only a competitive environment, but also economic slowdowns such as the one the United States currently is experiencing," said Frank J. Fahrenkopf, Jr., president and CEO of the American Gaming Association (AGA). "In addition to offering industry professionals the most comprehensive and tailored professional education and training available, G2E 2008 will provide gaming professionals with the guidance and tools they need to weather the current economic situation and continue to operate their businesses successfully."

Included in the 17 tracks at the 2008 G2E conference are four new tracks: casino design, finance, racino and retail. In addition, many of the tracks will feature G2E Signature Series conference sessions, which represent the "must attend" sessions for attendees who have limited time to spend at the conference. This year's Signature Series includes important topics such as "The Hard Way: Lessons from Gaming's Most Challenging Political Environments," "State of the

Economy: Gaming CFO Roundtable” and “Brave New World: Emerging Games and Alternative Technology.”

In addition to the conference, G2E 2008 is offering attendees further opportunities to increase their professional knowledge with three specialized events being held Monday, Nov. 17. The first is Casino Design, the only conference dedicated solely to casino architecture, design and construction, which will provide professionals in this field with the latest information and industry best practices on topics such as sustainable design, renovation, restaurant design and more.

The second specialized event is the G2E Training & Development Institute, which provides industry professionals with targeted, workshop-style sessions on particular industry subjects to help them round out their professional skills. Lastly, the G2E Leadership Academy offers industry managers the opportunity to build their business savvy with expert-led, limited-attendance sessions that allow for more in-depth examination of key business issues and greater development of crucial management skill sets.

All of the professional education content at G2E 2008 is endorsed by the University of Nevada, Las Vegas (UNLV) International Gaming Institute. Attendees of the G2E conference and G2E’s specialized professional education events are eligible to receive an official Certificate of Completion from the UNLV International Gaming Institute for the sessions in which they take part.

G2E is the leading trade event for the international gaming entertainment community, attended by more than 30,000 industry professionals from around the world. For more information on G2E, and to register for early bird discounts, visit the Web site at 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 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 professions 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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