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MEDIA ALERT: G2E 2008 HIGHLIGHTS AND SPECIAL EVENTS

LAS VEGAS — In less than one month, Global Gaming Expo (G2E) 2008 is expected to draw more than 30,000 gaming industry professionals to Las Vegas to explore industry innovations from all over the world and get a first-hand look at the future-minded ideas that are changing the business of gaming. G2E 2008, the gaming industry's premier international trade show and conference event, will be held Nov. 18-20, 2008 at the Las Vegas Convention Center. The G2E Training & Development Institute, G2E Leadership Academy and Casino Design will be held Nov. 17, directly preceding G2E 2008. Highlights and facts about this year's event include:

Show Floor: More than 750 exhibitors showcasing the latest products and services for the gaming industry in 335,000 square feet of exhibit space, including 117 international exhibitors from 28 countries outside the U.S., and 65 companies debuting new products.

Conference: More than 150 conference sessions featuring more than 450 expert presenters including gaming industry leaders, financial experts, celebrity chefs and other industry insiders.

Ribbon Cutting Ceremony: The show floor will open at the completion of the Ribbon Cutting Ceremony, which is scheduled for Tuesday, Nov. 18 at 11:45 a.m.

Keynotes: All three keynotes will be held at 10:30 a.m. in room N250. Featured speakers include:

- *Tuesday, Nov. 18* – Award-winning financial journalist and former CNBC contributor Ron Insana.
- *Wednesday, Nov. 19* – *State of the Industry: The Evolution of Global Gaming* – Frank J. Fahrenkopf, Jr., president and CEO of the American Gaming Association; Armin Karu, chairman of the management board for Olympic Entertainment Group; Gary Loveman, chairman, CEO and president of Harrah's Entertainment, Inc.; Thomas J. (T.J.) Matthews, chairman, president CEO and COO of International Game Technology (IGT); and Ernie Stevens, Jr., chairman of the National Indian Gaming Association.
- *Thursday, Nov. 20* – *Change and Challenges: The Tribal-Community Connection* – Robert Benavides, governor of Isleta Pueblo, New Mexico; John Guevremont, president and CEO of Native American Contracting Services, LLC; J.R. Mathews, vice chairman of the Quapaw Tribe of Oklahoma; J. Kurt Luger, executive director of the Great Plains Indian Gaming Association; Anthony Miranda, chairman of the California Nations Indian Gaming Association; Ernie Stevens, Jr., chairman of the National Indian Gaming Association; and Tracie Stevens, senior policy analyst for governmental affairs for the Tulalip Tribes.

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North Hall Dedicated to Non-Gaming Amenities: The popular F&B at G2E this year is joined in the North Hall by two new specialty areas of the show floor – the Entertainment Arena at G2E, which will showcase the broad range of technologies, products and services that help create the amazing live events and performances associated with the international casino industry, and the Retail Promenade at G2E, which will include vendors showcasing the wide variety of retail products now offered within casino properties. These North Hall specialty show floor areas will be complemented by a number of special events and exhibits, such as:

- **Fine Wines & Cocktails Ultra Lounge** sponsored by Southern Wine & Spirits of America.
- **F&B at G2E Culinary Demonstration Stage**, featuring culinary and cocktail demonstrations kicked off by Kerry Simon, executive chef and owner, Simon Kitchen+Bar, Hard Rock Hotel & Casino.
- **Ultra Lounge Uniform Fashion Show** featuring today's hottest uniforms from Centrifuge, Drai's, Ghostbar, I Bar, Moon, Playboy, Rain, Rouge, Tryst, Voodoo, XS and Zuri.
- **Whimsical Confectionary Las Vegas**, a special confectionary exhibit created by the Las Vegas-based pastry team at Le Cordon Bleu College of Culinary Arts.
- **G2E Entertainment Showcase**, featuring new musical artists and comedians onstage each afternoon in the Las Vegas Convention Center lobby.

World Series of Poker: The World Series of Poker will host a series of five poker tournaments at G2E 2008. G2E attendees participating in the tournaments will have the unique opportunity to play alongside some of the poker world's biggest celebrities, including Antonio "The Magician" Esfandiari, WSOP Bracelet Winner; David Williams, WSOP Bracelet Winner; Scotty Nguyen, poker legend and former WSOP Main Event Champion; and Jean-Robert Bellande, former contestant on CBS's popular reality series, Survivor, who has more than \$1 million in live tournament winnings.

Casino Design: The only conference dedicated to casino architecture, design and décor, and construction will offer a full day of educational sessions and networking opportunities, and a new Casino Design pavilion on the G2E show floor. The event also will include the Casino Design Awards, which will feature the Gaming Vision Award winners and the Sarno Lifetime Achievement Award winner David Rockwell.

NCRG at G2E: G2E is proud to team up with the NCRG once again this year to offer NCRG at G2E conference sessions, which will bring together G2E attendees with attendees from the 9th annual NCRG Conference on Gambling and Addiction to learn more about current disordered gambling research and best practices in responsible gaming. NCRG at G2E conference sessions will be part of G2E's corporate social responsibility conference track on Tuesday, Nov. 18.

G2E is the leading trade event for the international gaming entertainment community, attended by industry professionals from around the world. For more information on G2E, 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.