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**G2E EVOLVES TO KEEP PACE WITH THE GAMING INDUSTRY
AS IT INTRODUCES A HOST OF NEW OFFERINGS**

Premier Event Features New and Exciting Additions to the Show Floor and Conference

LAS VEGAS – Staying true to its roots as a show “by the industry, for the industry,” Global Gaming Expo (G2E) continues to respond to industry demand and customer feedback with new additions that showcase the newest products and trends, and provide a dynamic and memorable experience for professionals representing all aspects of the gaming entertainment industry. G2E 2008 will feature everything from a spotlight on the growing retail and entertainment sector, to the G2E Casino Design conference and added amenities to maximize the event’s value. G2E 2008 is scheduled for Nov. 18-20, 2008 at the Las Vegas Convention Center, with the G2E Training & Development Institute, the G2E Leadership Academy and the addition of Casino Design taking place on Nov. 17.

This year’s G2E recognizes the rapid diversification of the industry by complementing the already existing F&B at G2E, which focuses on the dining experience within the gaming industry, with two other specialty areas dedicated to non-gaming amenities -- the Entertainment Arena at G2E and Retail Promenade at G2E.

The Entertainment Arena at G2E will feature an exhibit hall with vendors who support the live performances associated with the global casino industry, as well as the G2E Entertainment Showcase, with daily shows from musical artists and comedians. There also will be a dedicated conference track addressing all the latest issues surrounding entertainment within casino properties. The Retail Promenade at G2E will showcase the wide variety of retail products now offered within casino properties and boast two mini pavilions, the Eyewear Piazza at G2E and the PGA Pro Shop, which will offer attendees a glimpse into these two popular retail segments. A brand-new conference track dedicated to retail will run in conjunction with the special show floor.

“G2E understands the value of evolving to meet changing industry demands, and each year we make it a top priority to not only take the pulse of the industry but also listen to our customers and what they want,” said Frank J. Fahrenkopf, Jr., president and CEO of the American Gaming Association (AGA). “This year we are very pleased to introduce a host of new features, events and amenities that will add value for the G2E attendees and exhibitors and help them shape the future of our exciting and growing industry.”

Another major new attraction at G2E 2008 will be the addition of the Casino Design conference, the only conference dedicated solely to casino architecture, design and décor. Casino Design will offer a full day of conference sessions focusing on topics such as sustainable design, renovation, restaurant design and more. One of the highlights of this year's Casino Design conference will be the Casino Design Awards Luncheon, which will honor leading figures in casino design, architecture and construction with Gaming Vision awards. Additionally, the G2E show floor will welcome the new Casino Design pavilion, which will feature exhibitors showcasing products and services related to the fields of architecture, construction, interior design, landscape architecture, signage, land use, furniture/fixtures, décor, themed environments, golf course design, hospitality lighting and more.

New amenities will abound at G2E 2008, making the customer experience easier and more comfortable than ever before. With the addition of four new bars, cafes, and lounges on the show floors, grabbing a bite to eat and taking a few minutes to sit and network will be easier than ever. There also will be a new outdoor smoking lounge at the back of the main exhibit hall.

The addition of the new G2E Express Badge and All-access Conference Pass will ensure a streamlined registration and check in process. The G2E Express Badge will let registrants just print out their confirmation e-mail and go to the event to ensure a faster and smoother check-in process, and the All-access Conference Pass will allow for attendees to more easily take advantage of all of the educational programs across all four days. The new pass guarantees access to the overlapping Casino Design conference, G2E Training & Development Institute and G2E Leadership Academy for one price, as well as daily boxed lunches for all three days of educational sessions.

Other additions include: a fast-paced new networking lunch where professionals can meet-and-greet while on the go; four additional conference tracks focusing on casino design, finance, racinos and retail; and, an enhanced Conference Lounge serving breakfast and a brand-new Conference Information Booth located in the heart of the conference session rooms for easy access to information.

"The team involved with G2E strives to make this the most valuable event for gaming professionals every year," said Courtney Muller, show manager and group vice president of G2E at Reed Exhibitions. "We are excited not just for the additional exhibits, educational content and networking opportunities at G2E 2008, but also for the added amenities that ensure a comfortable and enjoyable event for everyone."

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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