



FOR IMMEDIATE RELEASE
October 22, 2008

CONTACT: Kimberlie Leon
203-840-5653

Brian Lehman
202-552-2680

Musical Artists and Comedians Take Center Stage at G2E 2008
All-New Entertainment Arena at G2E Will Feature Celebrity Performances.

LAS VEGAS – A Grammy® award-winner, a Nashville top-20 recording artist and a network sitcom star will be among the celebrities performing at the Entertainment Arena at G2E, the Global Gaming Expo, Nov. 18-20, 2008, at the Las Vegas Convention Center.

Focusing on the importance of live casino entertainment and events in a constantly diversifying gaming industry, this new specialty area at G2E will feature the G2E Entertainment Showcase, with live shows by musical artists and comedians, as well as an exhibit hall with vendors who support live performances. Professional staging, lighting, audio visual and backline for the G2E Entertainment Showcase stage will be provided by Apex Stages, StagePro and AV Vegas, transforming the stage into a professional concert venue. There also will be a dedicated conference track addressing the latest issues surrounding entertainment at casino properties.

“Live entertainment has always been an important part of the casino gaming experience, and even as casinos across the country continue to expand the amenities available to guests, live entertainment will remain a cornerstone of those options,” said Frank Fahrenkopf, president and CEO of the American Gaming Association (AGA). “All of the offerings at the Entertainment Arena at G2E reflect the diversification of casino entertainment and the industry’s acknowledgement of the importance of offering top flight entertainment to our customers.”

On Tuesday, Nov. 18, the G2E Entertainment Showcase will kick off its performances with Philadelphia jazz duo Supa Lowery Bros., Reggae artist Adrian Xavier, American standards crooner Steve Lippia and the touring cast of Smokey Joe’s Café, Broadway’s longest running musical revue and a Tony® award nominee. Comedians, Willie Barcena, Mark Eddie, Greg Hahn and Dwight Slade also will perform.

Performers on Wednesday, Nov. 19, will include 2008 Grammy® award-winner Terrance Simien and The Zydeco Experience, Nashville top-20 recording artist Crystal Shawanda, James Brown tribute show Mr. Dynamite and Larry Bagby, co-star of the Johnny Cash bio-film “Walk the Line.” Gary Valentine, co-star of the CBS sitcom “King of Queens,” also will be featured along with performances by comedians Dick Hardwick, Eddie Ifft and Rich Natole.

On Thursday, Nov. 20, The Blue Suede Crew, a tribute to the recording artists of Sun Records, and Twice As Good, a Native American father and son blues duo will take to the stage, and performances by Native American comedians Mark Yaffee and Pow Wow Comedy Jam also will be featured.

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 early bird registration 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.

###