



FOR IMMEDIATE RELEASE
October 11, 2007

CONTACT: Kimberlie Leon
203-840-5653

Holly Thomsen
202-552-2686

Jennifer Schuricht
702-739-9933 x 227

**G2E 2007 CONFERENCE FOCUSES ON ENHANCING THE ATTENDEE EXPERIENCE
WITH NEARLY TRIPLE THE SIGNATURE SERIES SESSIONS
AND FIVE NEW CONFERENCE TRACKS**

LAS VEGAS — The conference at G2E 2007 will explore industry innovations from all over the world, providing attendees with a comprehensive look at the future-minded ideas that are changing the business of the global gaming industry. With more Signature Series sessions, new content on emerging trends and sectors, and a new on-site certification request process, G2E organizers are making it even easier for attendees to get the most out of their conference experience. G2E 2007, the gaming industry's premier international trade show and conference event, will be held Nov. 13-15, 2007 at the Las Vegas Convention Center with the G2E Training & Development Institute and G2E Leadership Academy both scheduled for Nov. 12.

"Each year, G2E provides the most comprehensive look at the current state of the global gaming industry – both in our world-class conference content and on the show floor," said Frank J. Fahrenkopf, Jr., president and CEO of the American Gaming Association. "By highlighting new Signature Series conference sessions in a variety of disciplines and offering an on-site certification request service, we're helping G2E conference attendees to efficiently and conveniently make the most of their experience at G2E 2007."

The conference at G2E 2007 will feature more than 140 sessions, including 11 Signature Series sessions. Representing a significant expansion from the four sessions offered in previous years, the 11 2007 Signature Series sessions represent the absolute "must-attend" sessions from each track for conference attendees who are spreading their time over a variety of tracks. This year's Signature Series sessions will include:

- **Corporate Social Responsibility** – "Going Green: And Staying in the Black"
- **Design & Décor** – "Building Excitement: A Review of Upcoming Casino Projects"
- **Entertainment** – "A Knockout: Using Sports to Market Your Casino"
- **Gaming Technology** – "G2E FUTURE WATCH: Electronic Gaming in the 21st Century"
- **Global Gaming** – "The Global Boardroom: a World of Gaming"
- **Human Resources** – "Unions & Casinos: Working Together for a Common Good"
- **Indian Gaming** – "Reaching the Crossroads: When Tribes Get Involved in Commercial Gaming"
- **Marketing** – "The Pricing Principle: A New Gaming Paradigm"

- **Research, Law & Regulation (*featuring iGaming*)** – “Capital Perspective: The View from Washington, D.C.”
- **Security & Surveillance** – “The MIT Blackjack Team: How Did They Do It?”
- **Table Games** – “Dealers or Entertainers: Will Tables Ever Be the Same?”

In conjunction with the new Signature Series sessions, the conference at G2E 2007 will offer five new conference tracks: Corporate Social Responsibility, Entertainment, Human Resources, Players’ Clubs & Incentives, and a Wild Card track offering sessions addressing unique issues not addressed in the other tracks. G2E 2007 also will feature more in-depth sessions on the gaming industry’s key issues and sectors in returning tracks such as design and décor, food and beverage (F&B); gaming technology; global gaming; Indian gaming; marketing; public gaming (featuring bingo and racing); research, law and regulation (featuring iGaming); security and surveillance; and table games.

Conference attendees at G2E 2007 also will benefit from a streamlined certification process. This year, attendees will be able to submit requests for their Certificates of Completion, provided by the University of Nevada – Las Vegas’ International Gaming Institute, on-site.

G2E is the leading trade event for the international gaming entertainment community, attended by more than 28,000 industry professionals from around the world. For more information on G2E, or to register for group or 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 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 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.

###