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G2E 2007 BRINGS BACK-OF-THE-HOUSE TO CENTER STAGE

*World's Premier Gaming Industry Event Will Heighten Profile of
Security & Surveillance and Technology*

LAS VEGAS – Gaming venues around the world are renowned for providing an exceptional customer experience, but that experience would not be possible without innovative back-of-the-house systems and practices that ensure day-to-day operations run smoothly. Global Gaming Expo (G2E) 2007 will provide a close examination of the products, services and best practices essential to these back-of-the-house areas, paying special attention to security and surveillance and technology this year. The 2007 event, scheduled for Nov. 13-15 at the Las Vegas Convention Center with the G2E Training & Development Institute Nov. 12, will feature expanded pavilions, new networking opportunities and robust conference content in these increasingly important business areas.

“In today’s digital age, the ability to maximize the use of new, top-of-the-line technologies – particularly in the areas of security and surveillance and back-of-the-house management – is crucial to running a successful gaming operation,” said Frank J. Fahrenkopf, Jr., president and CEO of the American Gaming Association (AGA). “G2E 2007 will bring together the best tools and information available in these key industry areas to help attending gaming professionals stay abreast of the latest trends and ahead of the curve in today’s competitive international gaming marketplace.”

With millions of guests and millions of dollars changing hands each year, top-notch security and surveillance procedures are vital to the everyday operations of modern casino resort properties. In response to growing industry interest in this sector, G2E 2007 will feature an array of security and surveillance technologies and products on the show floor in the expanded Eye in the Sky Security & Surveillance Pavilion sponsored by ASIS International, the world’s largest professional organization for security professionals, with more than 35,000 members worldwide. The pavilion will be accessible via its own dedicated entrance, which will include a new satellite registration area.

G2E 2007 also will mark the debut of the Same Suit Luncheon for security and surveillance executives, a new addition to the unbeatable networking series that has become a hallmark of the G2E brand. In addition, the conference at G2E 2007 will feature a full security and surveillance track, with content developed by ASIS International, covering topics such as personnel training,

internal investigations, nightclub and bar security, arrests on the casino floor and more. The track also will include a new Signature Series session featuring members of the infamous MIT “Blackjack team” who will discuss how the team operated and what security professionals can do to prevent attacks like theirs in the future.

Equally important to successful gaming operations are the advanced back-of-the-house software systems that manage everything from guest registration to employee payroll. To meet the increasing demand for these innovative products, the show floor at G2E 2007 will include an expanded Technology Pavilion showcasing the latest in retail and hospitality management software, touch screen technology, kiosks and more. Gaming executives also will have the opportunity to learn more about these systems in the gaming technology conference track, which will cover topics such as analytics software, revenue management programs, selecting the right back-of-the-house systems and more. The track also will feature a new Signature Series session highlighting this year’s installment of the Future Watch Series, which will focus on the evolution of electronic gaming in the 21st century.

“G2E is – and always has been – an event designed for the industry, by the industry. That means no other event combines the unique blend of premier trade show, in-depth conference content and tailored networking opportunities to offer gaming professionals from every sector of the industry the most valuable business experience of the year,” said Courtney Muller, group vice president of G2E at Reed Exhibitions. “By increasing our offerings for back-of-the-house operations, we’re going the extra step to ensure our attendees are well-equipped for every area of their businesses.”

For more information, and to register for early bird discounts, visit the G2E 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.

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