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**INCREASE IN BUYER ATTENDANCE AT G2E 2009
INDICATES GAMING INDUSTRY IS OPTIMISTIC ABOUT 2010**

LAS VEGAS – On the heels of a challenging economic year for the gaming industry, preliminary attendance numbers for G2E 2009 show a 7.3 percent increase in exhibit hall attendance over last year’s event, indicating a strong interest by industry buyers to discover new products and services that will contribute to the success of their businesses. G2E 2009, the world’s premier trade show and conference event for the gaming industry, was held Nov. 17-19 at the Las Vegas Convention Center.

“The strong exhibit hall attendance at this year’s event is a testament to the gaming industry’s resilience in the face of significant challenges, and to the confidence our key decision-makers have in the future as they look to create the unforgettable entertainment experiences our patrons have come to expect,” said Frank J. Fahrenkopf, Jr., president and CEO of the American Gaming Association. “As always, G2E 2009 provided the optimal environment for gaming professionals to procure the products and services, professional knowledge and contacts they need to stay ahead of the curve and at the forefront of new ideas.”

Overall event attendance for G2E 2009, which includes everyone who attended and exhibited at the show and conference event, was nearly 26,000, a slight decrease of approximately 3.5 percent from last year’s event, due primarily to fewer exhibitor personnel. International attendees maintained a strong presence, with 4,249 individuals from 90 countries representing approximately 16.3 percent of the total attendees at this year’s event. G2E 2009 welcomed attendees from such diverse countries as Argentina, Australia, Finland, Germany, India, Italy, Peru, Singapore, South Korea, Sweden, Tanzania and the United Kingdom.

G2E’s international appeal also was apparent on the trade show floor, with 91 exhibitors from 25 countries outside the U.S. represented. This year’s event attracted a total of 571 exhibitors who showcased their innovative products and services in 257,922 sq. ft. of show floor space. One standout area for growth on this year’s show floor was the Entertainment Arena at G2E in the North Hall, which saw a 40.6 percent increase in the number of exhibitors and a 29.9 percent increase in exhibition space.

Official, audited attendance numbers for G2E 2009 will be available early next year. G2E 2010 will be held Nov. 16-18 at the Las Vegas Convention Center, with the G2E Leadership Academy, G2E Advanced Gaming Institute, Casino Design and the Security & Surveillance Institute at G2E scheduled for Nov. 15.

For more information about G2E, including year-round professional development opportunities, visit www.globalgamingexpo.com and connect with G2E on Twitter, Facebook and LinkedIn.

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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