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G2E ASIA 2010 REFLECTS ROBUST GROWTH OF THE ASIAN GAMING REGION

MACAU – The fourth annual G2E Asia welcomed more than 4,500 gaming industry professionals from across the globe, surpassing attendance at last year’s event by 7 percent. These figures, released today by G2E Asia organizers Reed Exhibitions and the American Gaming Association, reflect the healthy expansion of gaming throughout the Asian region. G2E Asia 2010 was held June 8-10 at the Cotai Strip® CotaiExpo™ at the Venetian Macao.

Event attendees hailed from 55 different countries, including Australia, Cambodia, Germany, Hong Kong, India, Macau, Malaysia, Singapore, Thailand, United Kingdom, United States and Vietnam. In particular, the number of attendees from China, Japan, the Philippines, South Korea and Taiwan increased significantly when compared to last year’s event.

“The success of G2E Asia is just another sign that the Asian market is truly a center for growth in the global gaming industry,” said Frank J. Fahrenkopf Jr., president and CEO of the American Gaming Association. “The expansion and recent revenue reports in Macau and the opening of the two integrated resorts in Singapore have generated a great deal of excitement in the Asian gaming community, and that buzz could certainly be felt at this year’s event.”

The 2010 G2E Asia show floor was, once again, the leading regional marketplace for cutting-edge gaming technologies and business solutions. It featured 122 exhibitors – 30 percent of which were new to G2E Asia – from 23 different countries. The event continued to be a success with exhibitors this year, demonstrated by the fact that returning exhibitors have already claimed 86 percent of the exhibit space for G2E Asia 2011.

The conference programs at G2E Asia experienced a 47 percent increase in attendance over 2009. Among the most popular conference programs this year was the Global Markets Forum, which covered the development and operations of casino properties throughout the pan-Asia region. In addition, G2E Asia 2010’s special events, including the G2E Asia Poker Tournament, Roundtable Luncheon and Game Protection Seminar, were well-attended.

One of the highlights of the 2010 show was the G2E Asia Visionary Award, which recognizes leaders who have made an indelible impact of the Asian gaming industry. The 2010 G2E Asia Visionary Award was presented to Len Ainsworth, executive chairman of Ainsworth Game Technology. After receiving this honor, Mr. Ainsworth, a pioneer in the gaming equipment manufacturing sector, delivered an insightful and inspiring keynote address to hundreds of attendees.

G2E Asia is the premier trade show and conference event dedicated to the Asian gaming markets. Next year’s event is scheduled to take place June 7-9 at the Venetian Macao. For more information about G2E Asia, visit www.G2EAsia.com.

Global Gaming Expo Asia (G2E Asia), formerly Asian Gaming Expo, is the international gaming exhibition and conference dedicated to the Asian gaming market. Organized by the American Gaming Association (AGA) and Reed Exhibitions, G2E Asia made its debut in June 2007, defining itself as the leading event for the gaming entertainment industry in 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 leading events organizer, with over 470 events in 37 countries. In 2008 Reed brought together over seven million industry professionals from around the world generating billions of dollars in business. Today Reed events are held throughout the Americas, Europe, the Middle East and Asia Pacific, and organized by 38 fully staffed offices.

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