



**FOR IMMEDIATE RELEASE**  
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**G2E ASIA 2010 OPENING CEREMONY HONORS  
GAMING MACHINE INNOVATOR LEN AINSWORTH**

*Trade Show Floor Opens Today with More Than 120 Exhibitors from More Than 20 Countries*

**MACAU** – Global Gaming Expo Asia (G2E Asia) 2010 continues today with the presentation of the G2E Asia Visionary Award to gaming machine innovator Len Ainsworth and the opening of the trade show floor. G2E Asia 2010, the premier gaming exhibition and conference event dedicated to the Asian markets, runs through tomorrow, June 10, at the Cotai Strip® CotaiExpo™ at the Venetian Macao.

Highlights and special events for June 9 and 10 include:

**Wednesday, June 9**

**Opening Ceremony and G2E Asia Visionary Award Presentation**

Event organizers and industry leaders will honor Len Ainsworth, executive chairman of Ainsworth Game Technology, this morning with the 2010 G2E Asia Visionary Award. Ainsworth is being honored for his contributions to the gaming industry and the key role he has played in the evolution of gaming machines over the course of his 50-year career. He will provide a brief keynote address to attendees at today's opening ceremony, being held at 9:30 a.m. in the Naples Ballroom.

**Trade Show Floor**

G2E Asia's 2010 trade show floor opens today at 10 a.m. featuring more than 120 exhibitors hailing from more than 20 countries worldwide. A full list of exhibitors is available at [www.G2EAsia.com](http://www.G2EAsia.com).

**iGaming & In-Hall Seminars**

Attendees on the trade show floor will have the opportunity to learn about up-and-coming trends in product development and iGaming at the iGaming Pavilion and in-hall iGaming seminars June 9 and 10. Seminar presenters hail from the industry's leading innovators and manufacturers. See the on-site schedule for more details.

**G2E Asia Poker Tournament**

New this year, attendees can try their luck on the exhibit floor by participating in a Texas Hold 'Em poker tournament. Winners from preliminary rounds on June 9 will advance to the final tournament round on June 10. The first game will be held June 9 from 11:30 a.m. to 12:30 p.m. and the second game will be held from 4 p.m. to 5 p.m.

**Welcome Reception**

G2E Asia attendees are invited to a Welcome Reception tonight from 5:45 p.m. to 7:30 p.m. in the Naples Ballroom.

## **JUNE 10**

### **Closing Day Keynote: The Future of Casinos and Gaming in Asia**

Renowned architect Paul Steelman will share his insights on the outlook for the gaming industry and properties in the Asia Pacific region in this keynote session. In this highly visual presentation, Steelman will take attendees on a journey through the evolution of casino resort design in Asia and offer predictions about the casino resorts of the future. The keynote address will take place from 9:30 a.m. to 10 a.m. in the Naples Ballroom.

### **Game Protection Seminar**

In this intensive seminar, celebrated casino game security authority Sal Piacente will demonstrate common cheating techniques and reveal the psychology behind scams, all with strong emphasis on detection and deterrence. Piacente, a 25-year veteran of the industry, has worked with more than 70 casinos and law enforcement agencies as an advisor on detecting and preventing table game cheating. The Game Protection Seminar will be held from 11:30 a.m. to 1 p.m. in Hall A & B.

### **View From the Top: Chief Officers Series**

Many of the most innovative casino companies operating today have major gaming operations in Asia. During this series, chief officers from these industry leaders will gather to discuss the future of gaming in Asia, particularly as it relates to development, finance, operations and regulation. Moderated by a top, international financial expert from Deutsche Bank, these conversations will have a particular focus on challenges related to the unique economic environment of Asian gaming jurisdictions. Consult the conference program or [www.G2EAsia.com](http://www.G2EAsia.com) for details about time and location.

### **iGaming & In-Hall Seminars Continue**

Please see description under June 9.

### **G2E Asia Poker Tournament**

Winners from the June 9 preliminary rounds of the Texas Hold 'Em poker Tournament will participate in the final round from 2:30 p.m. to 3:45 p.m. on June 10 in Hall A & B.

For more information about G2E Asia, visit [www.G2EAsia.com](http://www.G2EAsia.com).

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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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