



FOR IMMEDIATE RELEASE

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G2E ASIA 2010 CONFERENCE KICKS OFF TODAY

*Premier Event for Asian Gaming Industry Offers Comprehensive Look at
Regional Markets and the Future of Gaming in Asia*

MACAU – The three-day conference at Global Gaming Expo Asia (G2E Asia) 2010 kicks off today with the G2E Asia Global Markets Forum, where industry experts discussing the economic and regulatory issues affecting current and emerging markets in the pan-Asian region. G2E Asia 2010, the premier gaming exhibition and conference event dedicated to the Asian markets, runs today through Thursday, June 10, at the Cotai Strip® CotaiExpo™ at the Venetian Macao.

Highlights and special events for June 8 and June 9 include:

Tuesday, June 8

G2E Asia Media Briefing

Members of the media are invited to join show organizers and industry leaders for an overview of this year's event and insights about the current state of the global gaming industry. The briefing will be held today at 2 p.m. in Florence 2201-02.

Conference Keynote Address by Francis Lui

Francis Lui, deputy chairman of K. Wah Group and Galaxy Entertainment Group, will provide the conference keynote address at an exclusive luncheon open only to G2E Asia Gaming Management Certificate Program and conference attendees. Members of the media interested in covering the event should contact the G2E Asia media team in Florence 2302.

Global Markets Forum

G2E Asia's one-day Global Markets Forum will provide attendees with a comprehensive perspective on the state of gaming throughout the pan-Asian region. Sessions include "Singapore: Up and Running," "Japan, Taiwan & Korea: The Promised Land?," "Vietnam, Thailand & India: The Emerging Jurisdictions," and "The Philippines, Cambodia & Malaysia: The Established Jurisdictions." Details about session times and locations are available on-site, or at www.G2EAsia.com.

Gaming Management Certificate Program

Rising leaders in the Asian gaming industry will hear from current industry leaders, develop their management skills and learn how to navigate current and future economic challenges during this one-day, workshop-style program produced in partnership with the University of Macau and the University of Nevada Las Vegas (UNLV) Singapore campus.

Wednesday, June 9

Opening Ceremony and G2E Asia Visionary Award Presentation

Event organizers and industry leaders will honor gaming machine innovator Len Ainsworth, executive chairman of Ainsworth Game Technology, with the 2010 G2E Asia Visionary Award during tomorrow's Opening Ceremony. 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. The event will be held on June 9 at 9:30 a.m. in the Naples Ballroom.

Trade Show Floor

G2E Asia's 2010 trade show floor will open tomorrow, June 9, 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.

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 tomorrow night from 5:45 p.m. to 7:30 p.m. in the Naples Ballroom.

More details about June 10 special events and highlights will be included in tomorrow's press release.

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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