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**Contact: Priscilla Leong**

853-8797 3922

[priscilla@mm.com.mo](mailto:priscilla@mm.com.mo)

**Johnny Chan**

852-2965 1632

[johnny.chan@reedexpo.com.hk](mailto:johnny.chan@reedexpo.com.hk)

**GAMING MACHINE INNOVATOR LEN AINSWORTH  
TO RECEIVE 2010 G2E ASIA VISIONARY AWARD**

*G2E Asia 2010 Scholarship Recipients Announced*

**MACAU** – Len Ainsworth, who pioneered many of the major design and technological innovations in gaming machines during the past 50 years, will be honored with the G2E Asia Visionary Award during Global Gaming Expo Asia (G2E Asia) 2010. The announcement of Ainsworth’s selection was accompanied by an announcement of the G2E Asia 2010 Scholarship recipients during a pre-show press conference held today at the Venetian Macao.

The 2010 G2E Asia Visionary Award, which is presented in partnership with *Macau Business Magazine*, recognizes Ainsworth’s contributions to the gaming industry and key role in the evolution of gaming machines over the course of his career. He will receive the award during the June 9 keynote address at G2E Asia 2010, which is scheduled for June 8-10 at the Cotai Strip® CotaiExpo™ at the Venetian Macao.

“Len Ainsworth has revolutionized the gaming business, both in the Australasian market and around the world,” said Frank J. Fahrenkopf, Jr., president and CEO of the American Gaming Association. “His extraordinary vision in the development of new gaming machine technologies has permanently changed the way patrons enjoy gaming entertainment and the way casinos do business. We are pleased to be able to honor him with the 2010 G2E Asia Visionary Award.”

Ainsworth currently is executive chairman of Ainsworth Game Technology, which supplies gaming machines to 40 countries around the world. Previously, he founded the company that became Aristocrat Technologies and played a key role in developing it into the largest producer of casino-style gaming machines and gaming machine systems in Australia, and the second largest in the world. Ainsworth is widely respected for numerous design and technological innovations he has brought to the industry, including the five-reel revolution, the video slot machine and microprocessor machine controls. He is a member of both the Australian Club Managers’ Gaming Hall of Fame and the American Gaming Association’s Gaming Hall of Fame.

The G2E Asia Visionary Award recognizes leaders who have contributed to the success and expansion of the Asian gaming entertainment industry. This is the third year the award has been given. Past awardees include Tan Sri Lim Goh Tong, founder of Genting Group, and Stanely Ho, managing director of both the Sociedade de Turismo e Diversões de Macau and Sociedade de Jogos de Macau.

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Also announced today were the recipients of G2E Asia's 2010 scholarships. The G2E Asia Scholarship Program recognizes four outstanding undergraduate students who demonstrate strong leadership skills and are enrolled full-time in the University of Macau's Gaming Management Program or Gaming and Hospitality Management Program. This year, four students – one from each year of study – were awarded scholarships: Fan Jie (Year 4), Eugenia Lao (Year 3), Lam Nga Cheng (Year 2) and Kuong Chi Kei (Year 1). Each scholarship recipient will receive an equal amount of MOP13,000 from G2E Asia to support their studies.

G2E Asia is the premier gaming exhibition and conference event dedicated to the Asian gaming markets. The show floor at this year's event will feature more than 130 exhibitors showcasing innovative products and services in categories such as casino games and equipment, design and décor, iGaming, and security and surveillance. Networking events such as the Welcome Reception will provide attendees with unique opportunities to connect with industry executives and colleagues from throughout Asia and around the world.

G2E Asia 2010 also will feature world-class conference programming, with industry insiders sharing their expert insights on the latest trends and most critical issues facing the industry, both in Asia and worldwide. Rising industry leaders will have an additional opportunity to increase their professional knowledge by participating in the G2E Asia 2010 Gaming Management Certificate Program, which provides a full day of interactive educational workshops led by industry experts and professors from the University of Macau and the University of Nevada Las Vegas (UNLV) Singapore Campus.

For more information about G2E Asia, and to register for free exhibits-only admission and early bird discounts to the conference, 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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