



FOR IMMEDIATE RELEASE

May 20, 2010

Contact: **Iris Kwan**
852 2965 1616
iris.kwan@reedexpo.com.hk

G2E Asia Game Protection Seminar Poised to Help Attendees Adapt and Succeed Amid Industry Challenges

As the gaming industry rapidly expands and changes, Global Gaming Expo Asia (G2E Asia) has added new events with prominent experts. One such addition is the Game Protection Seminar and Roundtable Lunch, which will take place as part of G2E Asia's acclaimed exhibition, conference program and networking opportunities. G2E Asia 2010 takes place June 8-10 at the Cotai Strip CotaiExpo at the Venetian Macao.

"Just as G2E Asia helps industry professionals adapt to the changing landscape of global gaming, we make sure that G2E Asia adapts to meet the changing needs of the gaming industry," said Frank J. Fahrenkopf, Jr., president and CEO of the American Gaming Association. "While annually bringing together the industry's top suppliers and casino operators to view the latest products and services, G2E Asia continuously tailors its program to reflect the latest challenges and opportunities facing our industry. G2E Asia is a show "by the industry, for the industry" and therefore is the best place for gaming professionals to gain the knowledge and contacts they need to succeed."

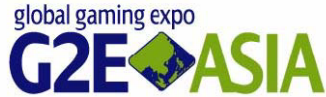
The Game Protection Seminar and Roundtable Lunch both feature celebrated casino game security expert Sal Piacente. A 25-year veteran of the industry who worked his way up from a dealer, Piacente advises casinos on the detection and prevention of table game cheating. He has put his experience gained on the gaming floors of Las Vega, Atlantic City, and Reno to work for more than 70 casinos and law enforcement agencies. As the president of UniverSal Gaming Protection Development, Piacente also teaches at the University of Nevada, Reno, and is a frequent television guest.

At the Game Protection Seminar, Piacente will demonstrate common cheating techniques such as false shuffles, recording the cards, stacking the deck and the classic slug scam. He will also reveal the psychology behind scams with a strong emphasis on detection and deterrence, giving gaming professionals the tools they need to stop the cheats.

Register for G2E Asia by May 28 for a chance to learn more from Piacente, share experiences and make business connections at the Roundtable Lunch. Attendance at the lunch is limited to 100 people and will be determined by random draw among G2E guests that register by the May 28 deadline.

Also new for 2010, the G2E Asia's Poker Tournament brings the hottest game in town to the show floor. Register now for your shot at becoming Asia's industry champion.

As always, G2E Asia features the latest in gaming products and services on its exhibition floor, bringing suppliers and casino operators together at the hub Asia's gaming growth – Macau's Cotai



Strip. With new projects opening next year directly adjacent to exhibition site at Venetian Macao, G2E Asia is the perfect place and time to present products to developers.

This year's G2E Asia conference brings together the industry's best and brightest to identify and examine the key gaming issues and trends gaining momentum in Asia and beyond. The full-day Global Markets Forum will take a comprehensive look at opportunities and challenges in current and emerging markets across the pan-Asian region, from India and Vietnam to Singapore and Japan. Keynote speaker Mr. Francis Lui, deputy chairman of Galaxy Entertainment Group, will provide an inside look at Macau's record growth and what is in store for the Asian gaming industry. At G2E Asia's Opening Ceremony, legendary gaming machine innovator Len Ainsworth will receive the G2E Asia Visionary Award and reveal the secrets of his success over 57 years in the industry.

G2E Asia is the premier gaming exhibition and conference event dedicated to the Asian gaming markets. For more information about G2E Asia, and to register for admission and early bird discounts to the conference, 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.

###