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KEYNOTES AT G2E ASIA 2010 WILL FOCUS ON FUTURE OF ASIAN GAMING

Lui, Ainsworth and Steelman to Share Their Insights

About the Continued Development of Asia's Diverse Gaming Markets

MACAU – What will define the Asian gaming industry of the future? What will the Cotai Strip look like in five or 10 years? The esteemed keynote speakers at Global Gaming Expo Asia (G2E Asia) 2010 and the G2E Asia 2010 conference will explore these and other critical questions about the continued evolution of gaming in Asia. G2E Asia 2010 will be held June 8-10 at the Cotai Strip® CotaiExpo™ at the Venetian Macao.

“The Asian gaming industry has weathered its own unique challenges over the past year, but the opportunities for development and growth in Asia continue to draw significant interest from the gaming industry, both regionally and worldwide,” said Frank J. Fahrenkopf Jr., president and CEO of the American Gaming Association. “The keynotes at G2E Asia 2010 will offer attendees a visionary perspective on the future of Asian gaming and provide valuable insights that will allow industry professionals to position their businesses for success.”

Attendees of the G2E Asia 2010 conference and the G2E Asia Gaming Management Certificate Program will receive an exclusive opportunity to investigate the future of Asia's gaming jurisdictions during the conference keynote on Tuesday, June 8. Francis Lui, deputy chairman of K. Wah Group and Galaxy Entertainment Group, will be the featured speaker. Lui has more than 30 years of experience in the fields of construction materials, property development and investments, hospitality and entertainment. He is now directing the development of a 2,200-room integrated gaming resort, Galaxy Macau, which will cater exclusively to Asian customers and is set to open in early 2011.

The keynote event on Wednesday, June 9 will feature gaming machine innovator Len Ainsworth, the 2010 recipient of the G2E Asia Visionary Award. After the awards presentation, Ainsworth will share with attendees his observations about the rapid development of gaming technologies over the past few decades and his thoughts about the technological innovations that will continue to change the industry in the years to come. Read more about Ainsworth's distinguished career in the [2010 G2E Asia Visionary Award press release](#).

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On Thursday, June 10, renowned architect Paul Steelman will share his insights on the outlook for the gaming industry and properties in the Asia Pacific region in “The Future of Casinos and Gaming in Asia.” As CEO of Steelman Partners, he has been intimately involved with the development of casino resort projects around the world for clients including Hard Rock Casinos, Harrah’s Entertainment, MGM MIRAGE and Sun International. Locally, his firm is playing an ongoing role in the designing of Macau’s Cotai Strip, as well as the Ho Tram Strip in Vietnam’s Vung Tau Province. In this highly visual presentation, Steelman will take attendees on journey through the evolution of casino resort design in Asia and offer predictions about the casino resorts of the future.

For more information about G2E Asia, and to register, 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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