



**FOR IMMEDIATE RELEASE**

April 21, 2010

**Contact:** **Carrie Kuo**  
853-8797 3925  
[carriek@mm.com.mo](mailto:carriek@mm.com.mo)

**Wendy Fong**  
852-2965 1633  
[wendy.fong@reedexpo.com.hk](mailto:wendy.fong@reedexpo.com.hk)

**G2E ASIA 2010 CONFERENCE TO EXPLORE OPPORTUNITIES  
IN EXISTING AND EMERGING GAMING MARKETS**

*Hands-On Professional Development Sessions, Chief Executive Insights Also Will Be Featured*

**MACAU** – From a thorough examination of business opportunities in Asia’s gaming jurisdictions to hands-on professional development workshops, the conference at Global Gaming Expo Asia (G2E Asia) 2010 will equip attendees with the tools and knowledge needed to succeed in an increasingly competitive business environment. G2E Asia 2010 will be held June 8-10 at the Cotai Strip® CotaiExpo™ at the Venetian Macao.

“As the global economy starts its recovery and new business opportunities appear on the horizon, now is the time for gaming industry professionals to cultivate a strong understanding of the forces at work within Asian gaming markets and develop the skills needed to capitalize on those opportunities,” said Frank J. Fahrenkopf, Jr., president and CEO of the American Gaming Association. “At the conference at G2E Asia 2010, gaming professionals have unique access to the industry experts and professional development opportunities that can help them succeed.”

The conference at G2E Asia 2010 will begin on June 8 with the Global Markets Forum, a full-day program designed to provide a comprehensive look at the issues and opportunities in current and emerging markets throughout the pan-Asian region. Sessions will 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.” Conference attendees will be joined by attendees of the G2E Asia Gaming Management Certificate Program, also being held June 8, for a keynote luncheon at which Mr. Francis Lui, deputy chairman of Galaxy Entertainment Group, will be the featured speaker.

On June 9, conference attendees will have the opportunity to hear from a gaming industry legend during the keynote session when Mr. Len Ainsworth, executive chairman of Ainsworth Game Technology, receives the 2010 G2E Asia Visionary Award for his significant contributions to the industry in the realm of gaming technology. After the keynote, attendees can take advantage of G2E Asia’s world-class conference programming, which this year will include sessions on Macau, the gaming floor and marketing.

(more)

During the final day of the conference at G2E Asia 2010 – June 10 – attendees will hear directly from Asia’s gaming leaders in “View From the Top: Chief Officer Series.” These sessions, developed in partnership with Deutsche Bank, will feature leading chief executive, financial and operations officers sharing their insights about the future of their own organizations as well as of the jurisdictions in which they operate. They will tackle questions regarding the effect of Singapore’s newly opened integrated casino resorts on the region’s other markets, whether recent media coverage has affected the execution and success of VIP programs, how companies are attracting the mainland Chinese audience and much more.

For more information about G2E Asia, and to register for early bird discounts to the conference, visit [www.G2EAsia.com](http://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.

###