



CONTACT:

Kimberlie Leon, Reed Exhibitions  
203-840-5653

Kimberly Arnold, SAM Media  
303-962-8053

Brian Lehman, American Gaming Association  
202-552-2680

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**G2E & THE IGAMING NORTH AMERICA CONFERENCE TO  
ENTER INTO A CO-MARKETING AGREEMENT**

*Strategic-support agreement and event offerings reinforce G2E and the  
iGaming North America Conference's role as comprehensive resources on iGaming*

LAS VEGAS – The American Gaming Association (AGA) and Reed Exhibitions (Reed), producers of Global Gaming Expo (G2E), and Sam Media LLC, owners of the iGaming North America Conference, today announced they will enter into a strategic co-marketing agreement to encourage cross-participation and support across the two leading gaming industry events. G2E is the premier trade show and conference event for the international gaming entertainment industry and will showcase comprehensive iGaming events on the show floor and at the 2012 conference. In 2011, the iGaming North America Conference was the first networking and educational event dedicated to introduce the land-based gaming businesses of North America to the global iGaming industry.

“This show of support between G2E and the iGaming North America Conference is an important step to leveraging our extensive networks for the greater benefit of the land-based casino and Internet gambling sectors,” said Frank J. Fahrenkopf, Jr., president and CEO of the AGA. “The organizations behind our events are second to none, and we look forward to working in conjunction with the iGaming North America Conference to ensure that our joint attendees have access to top-notch education, industry-leading speakers and tangible value created by our collective resources.”

As the issue of iGaming continues to grow in prominence throughout North America, the co-marketing effort between G2E and the iGaming North America Conference brings added value to registrants and encourages them to further supplement their networking and educational goals specific to iGaming. All of the entities involved in hosting the two conferences – the American Gaming Association, BolaVerde Media Group, eGaming Brokerage, Lewis and Roca, Reed

Exhibitions and The Innovation Group – recognize the significance of ensuring that the educational and conference considerations for Internet gambling be directed by those with the broadest experience and an established presence in the marketplace.

“As evidenced by the 60 percent attendance increase for our March 2012 event, iGaming North America is a leading conference dedicated to the North American Internet gambling segment,” said Steve Rittvo, chairman and chief executive officer (CEO) of The Innovation Group and partner in SAM Media. “Together with the AGA and Reed Exhibitions, we are confident we will continue to best address the range of interests of the land-based and Internet gambling industries, including lotteries, pari-mutuel facilities, casinos, tribal governments, regulatory agencies, international providers, operators, suppliers and more.”

G2E 2012 will take place Oct. 1-4 at the Sands Expo and Convention Center in Las Vegas. G2E continues to be a leading resource on iGaming, and the iGaming Congress and iGaming track at the G2E 2012 Conference will provide opportunities to learn about what is on the horizon with this developing sector of the gaming industry. The one-day iGaming Congress will address the potential impact of the legalization of Internet gambling in the U.S. and advise gaming professionals on how to work within the changing face of the industry and take advantage of new opportunities.

Another highly-anticipated attraction at G2E 2012 is the iGaming Zone, which is sponsored by *iGaming Business Magazine* and will be the destination for industry leaders looking to find cutting edge-suppliers and stay abreast of the latest developments. This year, the iGaming Zone will showcase Internet gambling software products, including Amaya’s Chartwell and Cryptologic. iGaming product lines also will have a strong presence on the G2E trade show floor with exhibits from suppliers such as SPIELO International, GTech G2, IGT Interactive, Double Down Interactive LLC, Bally Technologies Inc., Chiligaming LTD, Global Cash Access Inc., Aristocrat Technologies Inc., WMS Gaming Inc., and more.

Another benefit of attending the G2E 2012 Conference will be the opportunity to hear a keynote address by Jim Ryan, co-chief executive officer of bwin.party digital entertainment plc. Ryan is highly regarded for his knowledge of the Internet gambling industry and his leadership of the world’s largest listed Internet gambling business. During the exclusive keynote address, which is reserved for G2E 2012 Conference delegates only, Ryan will address the growth of the global Internet gambling phenomenon and its future potential.

The Second Annual iGaming North America Conference took place last month, and the dates and location of the 2013 event are currently being finalized. Positioned as a mid-year event opposite of G2E, iGaming North America aims to provide a more intimate conference setting, and is produced by the leading gaming advisors in the financial, consulting, legal, and iGaming sectors. The 2012 event featured a half-day boot camp session to assimilate participants new to the online gaming industry, followed by two days of advanced technical sessions and industry-leading speakers focused on integrating the land-based and online interests specific to North America.

For more information on iGaming North America, visit [www.igamingnorthamerica.com](http://www.igamingnorthamerica.com). For more information on G2E 2012, visit [www.globalgamingexpo.com](http://www.globalgamingexpo.com) and connect with G2E on [Twitter](#), [Facebook](#) and [LinkedIn](#).

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#### **About Global Gaming Expo**

*Global Gaming Expo (G2E) is the international gaming trade show and conference “by the industry and for the industry.” Organized by the American Gaming Association (AGA) and Reed Exhibitions, G2E made its debut in fall 2001, defining itself as the pre-eminent show for the gaming-entertainment industry.*

#### **About American Gaming Association**

*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.*

#### **About Reed Exhibitions**

*Reed Exhibitions is the world's leader in organizing a wide range of events, including exhibitions, conferences, congresses and meetings. In 2006 Reed brought together more than 6 million industry professions from around the world, generating billions of dollars in business. Today Reed events are held in 34 countries throughout the Americas, Europe, the Middle East and Asia Pacific, and organized by 37 fully staffed offices. Reed's portfolio of more than 460 events services 52 key industry sectors.*

#### **About BolaVerde Media Group**

*BolaVerde Media Group is a consultancy specializing in internet gaming. The firm's director, Mark Balestra, has served the industry for nearly 14 years, and from its base in St. Louis, Missouri, is positioned to empower iGaming clients with innovation custom research and analytics, tailor web-based seminars and tutorials, independent advice and consulting, and access to an extensive network of contacts both in the United States and abroad. The firm believes every client is unique and approaches each project with an open mind. BolaVerde is passionate about delivering nuanced solutions that build understanding, balance expectations and foster clear decision making.*

#### **About Lewis and Roca**

*Lewis and Roca is a leading law firm founded in 1950 and offers more than 200 attorneys in offices in Phoenix, Tucson, Las Vegas, Albuquerque, Reno and Silicon Valley. The firm serves a diverse base of local, regional, national and international clients, including some of the world's largest corporations. Lewis and Roca's gaming practice group is an international practice that supports casino operators, suppliers, state and local governments, communities, businesses, non-profit organizations, tribal governments and others in addressing casino gaming law, including Native American and riverboat casinos, racinos, interactive and mobile gaming, poker and interstate horse racing. The practice of gaming law is increasingly eclectic as legal gaming continues to proliferate across the United States and the world. The gaming lawyers at Lewis and Roca have been at the forefront of all the major gaming trends for the past quarter century. The group represents numerous casino operators and Indian gaming groups, as well as gaming equipment suppliers, investors, investment banks and various companies doing business with the industry.*

#### **About The Innovation Group**

*The Innovation Group is the premier advisory firm for the gaming, entertainment and hospitality industries. As the iGaming industry has grown and taken prominence in North America, The Innovation Group has taken a leadership position by conducting primary research for intrastate markets for iGaming, lotteries and pari-mutuel wagering, as well as assessing market demand for these segments to determine both revenue potential of iGaming operations, their impact on "brick and mortar" establishments, and opportunities for free play/pay-for-play launch. The Innovation Group's professional staff has worked throughout the U.S. and Canada as a strategic advisor, with services specific to online gaming including support for the drafting of legislation and regulations, and research and advisory support for teams that have initiated non-U.S. platforms for major casino companies in their offshore explorations.*

### ***About eGaming Brokerage***

*eGaming Brokerage is led by industry veteran Sue Schneider. Sue is one of the world's leading experts on the internet gaming industry which she began monitoring in 1995. Starting as an owner of leading gaming consumer portal from '95-'99, she then launched River City Group, which produced the largest iGaming events in the world as well as key industry trade publications, such as iGamingNews.com and the Internet Gambling Report. In July, '06, River City Group was purchased by Clarion Events, one of the UK's largest event producers and Schneider remained as CEO/Americas there until July '08. She remains the principal of [www.egamingbrokerage.com](http://www.egamingbrokerage.com) and consults on a variety of other independent projects in the industry. Schneider was a founder and served as Chairman of the Interactive Gaming Council (IGC), a trade association, from its inception in 1996 until 2004. She is a frequent speaker at international gaming conferences and has testified to both the US Senate, the US House of Representatives as well as the National Gambling Impact Study Commission in that country.*