



February 26, 2015

iGaming North America 2015 Conference

FOR IMMEDIATE RELEASE (Denver, CO)

The Innovation Group cordially invites you to iGaming North America 2015 Conference at Planet Hollywood Resort and Casino in Las Vegas, for which we are a co-producer. This important conference has become the leader in this space in the U.S. and will feature highly respected speakers, as well as a comprehensive and innovative series of panels and discussion groups. Providers of games, platforms, and analytical tools will be in attendance, as will members of The Innovation Group's iGaming practice. Should you wish to speak with someone from our team prior to the conference to set up a meeting, or to have us arrange for one-on-one meetings with key providers in this space, please feel free to call Paul Girvan at 504-569-3950. iGaming North America 2015 Conference will take place April 14-16, 2015, and is the premier networking and educational event based around the convergence of land-based and online gambling.

Held over the course of three days, and branded "Reality Check 2015," the upcoming iGaming North America conference will evaluate and share insights regarding iGaming's most important trends.

iGNA offers delegates a dynamic event that delves into issues of regulation and policy, the convergence of gaming and lottery, social gaming, skill gaming, fantasy sports, and more, all from the perspective of the most important and forward-thinking minds in the business.

Here are some of the conference highlights:

- 2015 Visionaries Panel: Reality Check - The State of the Industry
- The Daily Fantasy Sports Revolution
- Payment Processing Panel
- State of the States
- Mock Trial - In Regards to PASPA's Applicability in New Jersey
- Social Casino Gambling: The Good, the Bad, the Ugly
- The Real Role of Affiliate Marketing in the U.S. Market
- Bringing the Fun Back to Online Poker
- Assessing the Climate for Social Games

- Expectations for the Maturing Fantasy Sports Industry
- Re-evaluating Play for Fun
- Reality Check: Is it Time to Re-evaluate Your Social Media Strategy?
- Progress Report - The Legalization of Sports Betting

The full conference schedule can be found [here](#).

Expert speakers include:

- David Baazov, CEO, Amaya Gaming
- Brian Mattingly, CEO, 888 Holdings Plc
- Senator Raymond Lesniak, Senator, New Jersey
- Mike Gatto, Assemblyman, 43rd District, California State Assembly
- Matthew Katz, CEO, CAMS, LLC
- Jordan Levin, President, Interactive, Scientific Games
- Jenna Goodfellow, Senior Counsel, U.S Regulatory and Public Policy, Mastercard
- Andy Caras-Altas, CEO, Traffic Generation
- Benjie Cherniak, Managing Director, Don Best Sports
- Tom Galanis, Director, GameOn Affiliates Limited
- Laura Kane, Head of Sales Large Enterprise, North America, PayPal
- Helene Keeley, State Representative - 3rd District, Delaware General Assembly
- Terry Leiweke, Managing Director, Absolute Sports Info/The Linemakers
- Mason Malmuth, Owner and Publisher, Two Plus Two Publishing and Two Plus Two Interactive LLC
- Derrick Morton, CEO, FlowPlay
- Rich Muny, Vice President of Player Relations, Poker Players Alliance
- Seth Palansky, Vice President, Corporate Communications, Caesars Interactive Entertainment, Inc.
- David Purdum, Gaming Industry Reporter, ESPN
- Jonathan Swerdlow, CEO, Gamytech
- Andrew Zarnett, Managing Director, Deutsche Bank Gaming

Click [here](#) to view the full speaker list.

iGaming North America Awards

The iGaming North America Awards will be taking place during iGNA at a special awards lunch taking place on day three.

The awards will be organized in partnership with iGaming Business, The Innovation Group, eGaming Brokerage, Lewis Roca Rothberger, and Bola-Verde, and with a nominations and judging committee to ensure true independence in their results.

There will be seven awards in total, which include categories that are targeted at both the B2B and B2C sides of the industry. For more information on the awards, click [here](#).

iGaming North America 2015 Conference will take place April 14-16, 2015 at Planet Hollywood Resort and Casino in Las Vegas. Click [here](#) to register.

On behalf of everyone at The Innovation Group and iGaming North America, we look forward to seeing you in April.

Sincerely,

Steve Rittvo, Chairman/CEO
Paul Girvan, Managing Director

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About The Innovation Group

The Innovation Group has long been recognized as the world's most respected and sought-after research and advisory firm, specializing in the gaming, entertainment, hospitality and leisure industries. To date, our research and analyses have driven over \$100 billion in investment decisions across more than 80 countries and six continents. The Innovation Group's accuracy and reliability is unparalleled, with our forecasts historically tracking within 5% of actual revenues across the most complex of gaming jurisdictions throughout the globe.

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