

Press Release

Daniel Lindsay takes lead role as Aristocrat restructures European sales & marketing

LONDON, July 11th, 2008: Aristocrat Technologies Europe has announced a series of structural changes to its sales and marketing division, headed by the promotion of Daniel Lindsay to the newly created post of General Manager – Sales and Marketing – Europe. Lindsay, who reports directly to Aristocrat’s Executive General Manager EMEA, Nick Khin, will now oversee both sales and marketing functions for the Aristocrat and PokerPro brands across Europe.

Daniel, who holds a Bachelor’s Degree in Business Administration & Economics, has 15 years’ industry experience having worked for John Huxley Ltd and TCS John Huxley Group before joining Aristocrat Technologies Europe in 2005 to spearhead the company’s new business development. “He has worked in a variety of business development, commercial and strategic development roles and has been involved in every aspect of gaming in many jurisdictions worldwide,” commented Nick Khin. “I know Daniel will relish this new challenge and provide the necessary leadership qualities to help drive the business forward.”

Under the restructuring programme three new sub-regions and positions have been created, each with responsibility for driving sales activities and achieving targets for their respective sub-regions. Christian Colus takes on the role of Head of Sales – Southern Europe; Pedro Extremera becomes Head of Sales – Central Europe; and Marcus Honney is Head of Sales – Emerging Markets & Business Innovation. In addition to responsibility for key emerging markets in the EMEA region, Honney now has overall responsibility for Multi-Station Gaming and will also be managing European business innovation initiatives in direct consultation with Aristocrat’s global Business Innovation division.

In a move designed to gain even greater synergies with the sales function, Aristocrat’s marketing team, headed by European Marketing Director Marc Campman, will also be reporting directly to Daniel Lindsay.

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Digital image attached: Daniel Lindsay, Aristocrat’s new General Manager – Sales and Marketing – Europe

About Aristocrat Technologies Europe Ltd

Aristocrat Leisure Limited (ASX: ALL) is a leading global provider of gaming solutions that consistently outperforms the competition. The Company is licensed by over two hundred regulators and its products and services are available in over ninety countries around the world. Aristocrat offers a diverse range of products and services including electronic gaming machines, interactive video terminal systems, electronic tables, and casino management systems. For further information visit the company’s website at www.aristocratgaming.com.