



MEDIA RELEASE

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Gaming Expo Declared a Success

More than ten thousand people attended the 20th annual Australasian Gaming Expo which finished yesterday, the Gaming Technologies Association (GTA) said this morning.

"All feedback has been very positive" said GTA's Chief Executive, Ross Ferrar. "Good economic news has started to reinvigorate the sector and this positive reaction really changed the dynamics of this year's Gaming Expo. It's a fitting outcome for exhibitors who've invested so much of their resources into the industry in general and into this event in particular."

A spokesman for Aristocrat Technologies said "We were pleased by the high levels of interest and enthusiasm for our new products and for the new JAWS LINK in particular which attracted unprecedented interest on our stand. Judging by the positive response from hotel and club representatives we anticipate a strong uptake of the new product as a result of being able to demonstrate it at the Australasian Gaming Expo. The huge variety of new and entertaining products being displayed across the whole show demonstrates a positive outlook by all the manufacturers and a strong focus on developing the right products for the Australasian market, the beneficiaries of which will be the hotel and club industries."

The biggest stand was International Game Technology (IGT) which said "IGT had one of its most successful AGE shows in many years with strong sales of our new machine, the IGT bluechip Neo, and its nine new games. IGT's CEO was visiting from the US and commented on the professionalism of the stand and the lively buzz around this year's show. IGT would like to thank both the GTA for its excellent organisation and our customers for their continued support."

Aruze Gaming, too, was delighted with the event. "We were very pleased with the renewed energy in the gaming business, particularly with NSW customers. We had the feeling that the NSW economy and the hospitality industry has started to turn the corner as venues sent their key managers and buyers, looking for genuine new product and innovations. Venues are now prepared to reinvest in their gaming machine installations, with the upheavals of the last few years somewhat stabilised and a return focus on providing quality gaming venues" a spokesman said.

One of the 170 exhibitors put it simply – "Best show I have ever had".

Next year's Australasian Gaming Expo is scheduled for Sunday 8th, Monday 9th and Tuesday 10th August. More information is available at www.austgamingexpo.com.

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