



MEDIA RELEASE

7 August 2009

## Gaming Expo Ready to Go

The 20<sup>th</sup> annual Australasian Gaming Expo starts Sunday 16<sup>th</sup> August at the Sydney Convention and Exhibition Centre at Darling Harbour.

Ross Ferrar, Chief Executive of the Gaming Technologies Association which hosts and operates the event, said "170 exhibitors and over 8,000 trade visitors and exhibitors are so far registered to attend. Serious hospitality executives simply can't miss the latest, world's-best products and services which are on show here."

A spokesman for Aristocrat Technologies said "This year the Aristocrat stand will be bursting at the seams with one of its largest ranges of new products ever showcased in one event. The undoubted highlight of the show will be the highly anticipated new **JAWS™ LINK**, based on the iconic 1975 blockbuster movie. Gaming excitement goes sky-high with **Hit the Heights™**, an innovative advanced bonusing product featuring an interactive 10-level prize tower above the gaming machine. And backing up the launch of the GEN7 platform into the other Australasian markets is a wide range of new GEN7 titles and game categories that are sure to impress club, hotel and casino gaming operators alike".

Aruze Gaming will be showing its unique RESCUE SPIN concept, a feature that guarantees free games and credits for those players that have not triggered free games within a specified number of plays. RESCUE SPIN provides the player a greater chance of winning while improving their overall gaming experience.

Ainsworth Game Technology Ltd is showcasing their latest **GamePlus™** products and launching their latest mid-denomination link progressive; **Players Paradise™** which provides 3 larger than life titles: **Vegas Fantasy®**, **Vegas Fortune®** and **Vegas Fever™**. National Sales Manager, Peter Black said "With a strong foundation in innovative game design and cutting edge presentation, Ainsworth will continue to deliver world class games complementing any gaming floor."

These are just a few of the 170 leading companies supplying gaming and hospitality equipment who're ready to showcase their latest products and services at the Australasian Gaming Expo. So Halls 1, 2 and 3 at the Sydney Convention and Exhibition Centre will be the place to be on Sunday 16, Monday 17 and Tuesday 18 August to see, use, compare, test and discuss a huge range of equipment and services.

Register now at [www.austgamingexpo.com](http://www.austgamingexpo.com) or call the Gaming Expo Help line on 1300 724 030.

**Contact: Ross Ferrar (02) 8216 0931**



Level 34, 50 Bridge Street Sydney NSW 2000 Australia  
Tel: 02 8216 0931 Fax: 02 8216 0701 Web: [www.gamingta.com](http://www.gamingta.com)