

November 19, 2010

Volume 16, Issue 41

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Editor in Chief

David D. Waddell, Esq.

Phone: 517.507.3859

waddell@rmclegal.com

Senior Gaming Analyst & Editor

Robert R. Russell, II

Phone: 517.507.3858

russell@rmclegal.com

Reporter and Associate Editor

Dustin M. Ford

Phone: 517.999.5414

dford@rmclegal.com

Reporter

Douglas L. Minke

Phone: 313.221.9380

minke@rmclegal.com

Reporter

Blaine R. DeGracia

Phone: 517.507.3857

degracia@rmclegal.com

Subscription information:

info@michigangaming.com

A publication of

RMC Ventures, LLC

University Place Center
333 Albert Ave, Suite 450
East Lansing, MI 48823
Phone: 517.507.3860
Fax: 517.908.0235
www.rmclegal.com

The MICHIGAN GAMING Newsletter



GLOBAL GAMING EXPO 2010: PART III

A NOTE FROM THE EDITOR

Regulatory Management Counselors, P.C. has been honored to bring the readers of *The Michigan Gaming Newsletter* a detailed look at the news, events and developments from the 10th annual Global Gaming Expo ("G2E"), which was held November 15-18 in Las Vegas, Nevada. The organizers of the G2E, the American Gaming Association and Reed Exhibitions deserve a thank you for assembling a tremendous conference program and exhibit hall. For those interested in reading all three *Newsletter* reports in connection with G2E 2010, please visit our archives page at: www.michigangaming.com/archives.html

10TH ANNUAL GLOBAL GAMING EXPO CLOSES IN LAS VEGAS

The 10th annual Global Gaming Expo came to a close yesterday afternoon at the Las Vegas Convention Center in Las Vegas, Nevada. Conference organizers expected final attendance figures to exceed 26,000, which was a slight increase from G2E 2009. As Judy Patterson, Senior Vice President and Executive Director of the American Gaming Association ("AGA"), told *The Las Vegas Sun*, "[w]e had a sense that things were going to pick up over last year, but it just really exceeded our expectations. We've had nothing but positive feedback from vendors."

G2E 2010 featured a convention floor with more than 520 exhibitors showing off the latest product and service innovations in the gaming industry. The conference also included more than 125 conference panel

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sessions that involved over 400 speakers discussing current gaming issues. A theme running through the conference was that there are signs of a recovery within the industry. "There was just a real sense of enthusiasm and optimism. I think it bodes really well for not only the show but the industry. Last year, it was more tempered. There was kind of a hope, but this year it's more concrete," Patterson said.

This was the final year that the G2E will be held at the Las Vegas Convention Center. Starting next year, the conference will be held at the Sands Expo convention center, which is located on the Las Vegas Strip. The dates of G2E 2011 will also move from November to October 4th through the 6th. Conference organizers are hoping that these new dates will lead to higher attendance as G2E will no longer be held at the start of the holiday season.

If you are interested in further information regarding the developments at G2E 2010, or would like information about G2E 2011, please visit www.globalgamingexpo.com.

GLOBAL GAMING BUSINESS ANNOUNCES 2010 GAMING AND TECHNOLOGY AWARDS

On Wednesday, November 17th, *Global Gaming Business* magazine announced the winners of the 9th annual Gaming & Technology Awards in conjunction with the Global Gaming Expo in Las Vegas, Nevada. These awards are an industry standard which recognizes excellence in innovation and practical application through product technology and development.

Judges for the awards were: Claudia Winkler, president, GHI Solutions Inc. in Las Vegas; Robert Russell, gaming analyst, Regulatory Management Counselors, P.C., Israel Posner, executive director, Institute of Gaming Management, Richard Stockton College of New Jersey; and Frank Neborsky, senior vice president of slot operations, Mohegan Sun.

The winners are listed below:

Best Consumer Service Technology

1st Bally Technologies - Elite Bonusing Suite & iVIEW DM

2nd WMS - Bluebird xD

3rd Multimedia Games - Tournevent 3.0

Honorable Mention

Aristocrat Technologies - Dynamic LCD Button Technology

Automated Currency Instruments (ACI) - Player Enrollment Kiosk (PEK+)

Best Productivity-Enhancement Technology

1st Bally Technologies - iDECK

2nd TCS John Huxley - Gaming Floor Live

3rd Shuffle Master - MD2cr

Honorable Mention

TransAct Technologies - Epicentral Print System for Casinos

FutureLogic - GEN3 Evolution Printer

Best Slot Product

1st IGT - Reel Edge Series

2nd Aruze Gaming - Paradise Fishing

3rd Bally Technologies - Hot Pick

Honorable Mention

WMS - The Lord of the Rings

Incredible Technologies - Magic Touch

VersatileVolatility

Best Table Game Product or Innovation

1st Austrian Gaming Industries/Novomatic - Novo Unity II Multiplayer Platform

2nd TCS John Huxley - MultiPLAY HD & MultiPLAY Quad HD

3rd IGT - Texas Hold'em Heads Up Poker

Honorable Mention

Shuffle Master Gaming - i-Table Roulette

Elektroncek - Organic Island

"In this difficult economic times, it's clear that the technology providers to the gaming industry have not taken a breather," said Roger Gros, publisher of *Global Gaming Business* magazine, which administers the awards program. "The quality and quantity of this year's entries surpassed any previous year, once again validating that the Gaming & Technology Awards are the 'gold standard' in the casino industry."

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GAMING LEADERS OFFER VIEWS ON FUTURE OF THE INDUSTRY; TIM PARROT INDUCTED INTO GAMING HALL OF FAME

On Wednesday, November 17, 2010, gaming industry leaders discussed the current state of the industry and their views on the future of gaming in Las Vegas during the “State of the Industry: Gaming Legends” panel discussion at G2E 2010. Preceding the discussion was the induction of Tim Parrott, former CEO of Shuffle Master, Inc., into the Gaming Hall of Fame.

The panel consisted of storied leaders of the gaming community: Burton M. Cohen, director of MGM Resorts International; Chuck Mathewson, former chairman of IGT; Steven P. Perskie, J.S.C., of counsel at Perskie, Marione, Brog & Baylinson; Len Ainsworth, founder of Aristocrat Leisure; and Frank J. Fahrenkopf, Jr., president and CEO of the American Gaming Association. The panel was moderated by Las Vegas media personality and journalist, Jon Ralston.

The panel’s discussion centered around the principle that Las Vegas is an entertainment center that continues to offer a truly unique entertainment experience. In response to questions of whether Macau will overtake Las Vegas as the world’s premiere gaming destination, Mr. Fahrenkopf stated that emerging jurisdictions will simply expose new audiences to gaming and attract new customers to Las Vegas, similar to what happened when Atlantic City legalized casino gaming in the 1970’s. Mr. Mathewson followed by stating that Las Vegas is not simply a destination, but a unique brand that appeals to a wide cross-section of the public.

Further discussions established that Las Vegas has continued to be successful despite rapid expansion of gaming in larger population centers because properties consistently reinvest in the community. Mr. Cohen noted that competition between the numerous Las Vegas properties has embraced innovation and reinventing the idea of the resort destination as properties are developed or renovated. Mr. Perskie acknowledged that this is a unique characteristic of the Las Vegas gaming community and that New Jersey properties have

struggled because of the resistance to implement new ideas.

Prior to the panel discussion, Tim Parrott was posthumously inducted into the Gaming Hall of Fame. Mr. Parrott held several key management positions within gaming companies, but was best known for his time as CEO of Shuffle Master, Inc., where his 12 Point Pledge helped the company reconnect with its core customer base. Mr. Parrott was also known for his local philanthropy, participating in the Adopt-A-School program to help local, at-risk schools in the community. Mr. Parrott’s award was accepted by his son, Troy, who thanked attendees and the industry for the honor to his late father.

INDUSTRY LEADERS HONORED AT AGA COMMUNICATIONS AWARDS

On Wednesday, November 17, 2010, the American Gaming Association (“AGA”) honored a number of casino industry members at the 10th annual AGA Communication Awards ceremony. The AGA’s Gaming Voice Awards recognize gaming companies who excel in communications, public relations, and advertising. The ceremony took place in conjunction with the 2010 Global Gaming Expo held at the Las Vegas Convention Center.

“The people and departments who have created the pieces honored today have been charged with the difficult task of making their property or company stand out in a crowded marketplace, and they make it look easy,” said Frank J. Fahrenkopf, Jr., president and CEO of the AGA, who served as master of ceremonies for the awards presentation. “The diversity found in today’s winners is proof of that our industry has expanded far beyond a few concentrated U.S. markets, and outstanding communications and marketing is being done everywhere.”

The biggest award winner was the Las Vegas based CityCenter. The \$9 billion development from MGM Resorts International won three awards, including Best Website, Best Employee Publication for the CityCenter Insider, and Best

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Communications Campaign for the media relations campaign surrounding the property's December, 2009 grand opening.

Two Gaming Voice awards came from international companies. "Lucky Streak," a television spot from Fallsview Casino Resort in Niagara Falls, Canada, won an awarded for Best Television Advertisement. Galaxy Macau won an award for Best Customer Publication for its "Galaxy Macau Brand Book."

In addition, winners of the Gaming Voice Awards came from a diverse group of casino industry companies. The winners represented four different industry sectors, five U.S. states and three countries.

In addition to the Gaming Voice Awards, the AGA honored Dan Heneghan, public information officer for the New Jersey Casino Control Commission, with the Lifetime Achievement Award for Gaming Communications. Mr. Heneghan has worked within the Atlantic City gaming community for more than 30 years. He previously served as the Press of Atlantic City's gaming beat reporter and reported on much of the industry events from 1979 to 1996. After moving to the Commission in 1996, Mr. Heneghan became the public spokesperson for the regulatory body, where he is responsible for the agency's media relations and an important voice in casino gaming for Atlantic City and the state of New Jersey.

The Gaming Voice Awards were given in 15 different categories by a panel of judges from advertising, marketing, public relations, Internet design, graphic arts and financial communications backgrounds. Winners were chosen from 220 total entries. Below please find a list of winners for 2010:

Best 2009 Annual Report

WMS Gaming Inc. — "2009 Annual Report: We Listen" (Assisting agency: Jaffoni & Collins Inc.)

Best Broadcast Advertisement – Radio

Seminole Gaming— "You Know How to Rock"
(Assisting agency: The Glenn Group)

Best Broadcast Advertisement – Television
Fallsview Casino Resort—"Lucky Streak"

(Assisting agency: GJP Advertising + Design)

Best Communications Campaign

MGM Resorts International/CityCenter—
"CityCenter, Las Vegas Grand Opening"
(Assisting agency: Kirvin Doak Communications)

Best Customer Publication

Galaxy Macau—"Galaxy Macau Brand Book"
(Assisting agency: SK + G)

Best Digital Direct Marketing

Bally Technologies, Inc.— "iView Display
Manager Digital Direct Mail"

Best Direct Mail

Bally Technologies, Inc.— "IVIEW display
Manager Interactive User Conference Direct Mail"
(Assisting agency: G Creative Advertising and
Design)

Best Employee Publication

CityCenter— "CityCenter Insider"

Best Mobile Marketing

Harrah's Entertainment, Inc.— "Caesars iPhone
and Android Apps"
(Assisting agency: Acuity Mobil and Acxiom)

Best Multi-format Ad Campaign

Seminole Gaming— "Seminole Hard Rock—You
Know how to Rock"
(Assisting agency: The Glenn Group)

Best Outdoor Advertisement

Grand Victoria Casino—Elgin— "Prime
Burgerhouse Construction Wall"
(Assisting agency: The Glenn Group)

Best Print Advertisement

Prairie Meadows Racetrack and Casino— "Jockey
Glen Murphy"

Best Print Advertising Campaign

Harrah's Entertainment, Inc.— "A Way of Life"
(Assisting agency: Marshall-Fenn
Communications)

Best Social Media Campaign or Program

Beau Rivage Resort and Casino— "Missing Abe"
(Assisting agency: Masterminds)

Best Website

CityCenter— "CityCenter Website" -
www.citycenter.com
(Assisting agency: SK+G)