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GAMING STANDARDS ASSOCIATION TELLS OPERATORS HOW THEY CAN ATTRACT MORE PLAYERS

LAS VEGAS (March 1, 2010) – This year the Gaming Standards Association is asking operators key questions, hoping to spark a dialogue about how operators can prepare for the future. This month, GSA is asking the question at the forefront of every operator's mind: "How can you attract more players?"

The answer? Give players what they want across your entire operation. Now, thanks to the work of GSA members, giving players what they want is possible.

GSA President Peter DeRaedt said, "GSA's open standards are enabling exciting innovations for gaming operators around the world. These standards allow the operator to truly personalize the experience for players in ways never done before. Players want to experience everything a casino has to offer, in their own way and at their own pace. Now, devices and systems running on GSA protocols make it all possible allowing operators to build stronger relationships and customer loyalty, whilst at the same time having access to a more streamlined and coherent information flow."

Specifically, GSA's Game to System (G2S) protocol empowers more game innovation, and GSA's System to System (S2S) protocol links all the systems across the entire operation. The combination is a very powerful way to keep existing players and attract new patrons.

"This is an exciting time in our industry," DeRaedt said. "Now operators need to prepare their gaming floors – the devices and systems are ready."

If your company is a casino operator, consider joining GSA's Operator Advisory Committee. Join the discussion at www.gamingstandards.com.

About the Gaming Standards Association (GSA): The Gaming Standards Association (GSA) is an international trade association that creates benefits for gaming manufacturers, suppliers, operators and regulators. We facilitate the identification, definition, development, promotion, and implementation of open standards to enable innovation, education, and communication for the benefit of the entire industry. Established in 1998, GSA's members represent a wide cross section of the global gaming industry. Follow GSA on Facebook, LinkedIn and Twitter.

GSA's Game to System (G2S) Protocol has been named "Best Productivity-Enhancement Technology" by Global Gaming Business Magazine; one of Casino Journal magazine's "Top 3 Most Innovative Products"; and one of Casino Enterprise Management's "Top 10 Slot Floor Technologies."

Platinum members include AMX; Aristocrat Technologies Inc.; Bally Technologies, Inc. (BYI); International Game Technology (IGT); Konami Gaming Inc.; MEI; Seminole Tribe of Florida; SPIELO (an affiliate of GTECH LTO.MI); Techlink Entertainment International Ltd. and WMS Gaming Inc. (WMS). Other members include: 3M Touch Systems (MMM); Ainsworth Game Technology, Ltd.; Alberta Gaming and Liquor Commission; American Gaming Systems; Ameristar Casinos, Inc.; Aruze Gaming America, Inc.; Atlantic Lottery Corporation; Atronic Americas LLC; Austrian Gaming Industries GmbH; BMM Compliance; BCLC; CashCode Company Inc.; Codere, S.A.; De Vocht Expert Services; DigiTech Systems Co., Ltd.; DR Gaming Technology Europe nv; FutureLogic, Inc; GameTech International; Gaming Laboratories International, LLC; Gaming Technologies Association; Giesecke & Devrient; GGS-US LTD; Global Gaming Research Center; Grand Vision Gaming, LLC; Harrah's Entertainment; HERMES SoftLab; Intel Corporation (INTC); International Games System Co., Ltd; Intralot S.A. (INLr.AT); Las

Vegas Gaming, Inc.; Loto-Quebec; Macao Polytechnic Institute; Manitoba Lotteries Corp.; MGM MIRAGE (MGM); Money Controls; MotorCity Casino; Multimedia Games, Inc. (MGAM); Multi-State Lottery Association (MUSL); Nanoptix, Inc.; NCR Corporation (NCR); New Wave Automation; Nick Farley & Associates; NRT Technology Corporation; Ontario Lottery & Gaming Corporation; Oracle; Oregon Lottery; QALab; Penn National Gaming, Inc.; Scientific Games (SGMS); Shuffle Master, Inc.(SHFL); SIQ; Tabcorp Holdings Limited; Tech Results; Technical Systems Testing; Transact Technologies (TACT); UNLV International Gaming Institute; Video Gaming Technologies, Inc.; WCLC Sask VLT Division; Western Money Systems and Zest Gaming SpA. For more information, visit www.gamingstandards.com.

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