



CONTACT:

Peter DeRaedt, Gaming Standards Association
President
Tel: +1 (775) 829-2336
E-mail: pdr@gamingstandards.com

Paul Speirs, Steinbeck Communications
President
+1 (702) 413-4278
paulspeirs@cox.net

**GAMING STANDARDS ASSOCIATION WELCOMES
EUROPEAN CASINO ASSOCIATION AS AFFILIATE MEMBER**

LAS VEGAS/BRUSSELS (June 22, 2010) – The worldwide membership of the Gaming Standards Association has created a suite of protocols designed to standardize the global gaming industry. Now GSA is proud to announce that the European Casino Association has joined GSA as an affiliate member.

The non-profit ECA represents the interests of more than 1,000 casinos and 83,000 employees in 23 countries across Europe with the main objective of addressing and promoting casino-related issues to European operators and EU and national policy makers and stakeholders.

“ECA’s joining GSA is a very natural fit. As international organizations, we are both interested in helping the gaming industry move forward on a global scale. The standards our members have created are designed to work regardless of borders or casino size. The continued close collaboration with operator’s results in standards addressing various functional requirements supporting current market demands. We are encouraged with the opportunity to interact more directly with ECA and their members,” said GSA President Peter DeRaedt.

“ECA Chairman Ron Goudsmit said, “One of our goals as an organization is to increase awareness and understanding of the casino industry amongst EU policy makers and stakeholders, and we believe that being an affiliate member of GSA will help us to more directly bring information about the future of gaming to our members. We at ECA are very supportive of standards, and we see the value they bring to our members throughout Europe. Common industry standards will guaranty us an easier choice, a broader selection of products and will in general facilitate the installation and maintenance of all technical casino equipment. Not to forget that standards will help us to reduce costs.”

DeRaedt added, “Because the ECA represents more than 1,000 casino operations, their input will be very valuable in shaping the future of the gaming industry. This industry affiliation will create value, facilitate innovation and efficiencies for the gaming industry.”

Other GSA affiliate member companies include Gaming Technologies Association, Macao Polytechnic Institute, Multi-State Lottery Association and UNLV International Gaming Institute.

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; Cadillac Jack; CashCode Company Inc.; Codere, S.A.; De Vocht Expert Services; DigiTech Systems Co., Ltd.; DR Gaming Technology Europe nv; European Casino Association; FutureLogic, Inc; GameTech International; Gaming Laboratories International, LLC; Gaming Technologies Association; GGS-US LTD; Grand Vision Gaming, LLC; Harrah's Entertainment; HERMES SoftLab; International Games System Co., Ltd; Intralot S.A. (INLr.AT); Loto-Quebec; Macao Polytechnic Institute; Manitoba Lotteries Corp.; MGM MIRAGE (MGM); Money Controls; MotorCity Casino; Multi-State Lottery Association (MUSL); Nanoptix, Inc.; NCR Corporation (NCR); New Wave Automation; Nick Farley & Associates; NRT Technology Corporation; Ontario Lottery & Gaming Corporation; Oregon Lottery; QALab; Penn National Gaming, Inc.; Scientific Games (SGMS); Shuffle Master, Inc.(SHFL); SIQ; Technical Systems Testing; Transact Technologies (TACT); UNLV International Gaming Institute; Video Gaming Technologies, Inc.; WCLC Sask VLT Division; Western Money Systems. For more information, visit www.gamingstandards.com.

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