



GAMING STANDARDS ASSOCIATION NAMES *CASINO INTERNATIONAL* ITS OFFICIAL PUBLICATION IN EUROPE

LAS VEGAS (July 22, 2010) – The Gaming Standards Association, the leading standards-setting organization and standards authority for the worldwide gaming industry, has entered into an agreement with Datateam Business Media Ltd and has named *Casino International* the official European-based publication of GSA.

“We recently welcomed the European Casino Association as a member to GSA, and now we are thrilled to announce this new relationship with *Casino International*, one of the European/ Global foremost gaming industry magazines,” said GSA President Peter DeRaedt. “*Casino International* has consistently demonstrated a deep knowledge of the industry, and we look forward to working with them to help continue to educate operators and suppliers about the benefits standards bring to the global industry.”

Paul Ryder, Publishing Director of Datateam Business Media Ltd which publishes *Casino International* said, “The team at *Casino International* are very excited about developing our relationship with the Gaming Standards Association. We believe wholeheartedly in their work for the good of the industry as a whole, and aim to use *Casino International's* pages as a means to help educate the global industry even further with regard to the GSA's achievements and ambitions.”

Casino International is one of the world's leading gaming industry magazines, covering growing trends, new developments with editorial that balances operator and supplier issues. *Casino International* covers innovation, newsworthy stories and developments in the industry throughout the world with regular features that include details of new products, dates and contact details for trade shows and conferences, and interviews with key players in the industry.

More information is available at www.gamingstandards.com and <http://www.casinointernational-online.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; 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.; 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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