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POPULAR GAMING TECHNOLOGY SUMMIT RETURNS MAY 25-26

LAS VEGAS (March 16, 2004) – Gaming Technology Summit returns to the Green Valley Ranch in Las Vegas **May 25-26, 2004**. Last year's inaugural GTS was a big success, drawing more than 300 gaming and technology professionals from across North America, and a diverse lineup of sponsors that included Aristocrat, Bally Gaming & Systems, Harte Hanks, IGT, Micros, Microsoft, PeopleSoft and Teradata. Gaming Technology Summit is presented jointly by leading gaming industry media company Ascend Media Gaming Group and WhiteSand Consulting, a leading gaming and hospitality consulting firm.

Gary Loveman, CEO of Harrah's Entertainment, will be the featured keynote speaker, providing the remarks at the Opening Day General Session. **Glenn Bonner**, CIO of MGM MIRAGE, will provide the luncheon keynote address on May 25; and **Bob Boughner**, CEO of the Borgata in Atlantic City, will provide the keynote address on May 26.

Gaming Technology Summit addresses the critical role of technology throughout casino hotels and the demands it places on gaming professionals to learn new skills, integrate systems and make hardware and software investment decisions. It brings together gaming industry professionals to network, learn about new technologies and their applications in the industry, and confer about the successes and failures of these efforts.

Gaming Technology Summit's 27-seminar program will address technology in three tracks – strategy, operations and technology – that will provide important information to IT professionals, gaming executives, and operation personnel from key areas including casino, hotel, marketing, human resources, food and beverage and finance. The Summit is unique among gaming conferences in that most sessions will be led by one or two knowledgeable professionals, allowing the presenters more time to delve deeper into issues and solutions than is possible with a more traditional speaker/panelist format. Those presenters will represent a diverse cross-section of leading gaming manufacturers, operators, and technology and information companies.

A limited number of expo-style booths will be available to vendors in the Networking area, and several corporate sponsorship opportunities will be available. Those booths are expected to sell out quickly.

Registration for Gaming Technology Summit is now available at a special early-bird rate of \$595 per person. Groups of three or more people from the same address can register for \$495 per person. More information and online registration are available at www.gametechsummit.com.

About the producers

WhiteSand Consulting is a team of diversified, experienced and knowledgeable gaming veterans who also have significant consulting experience with firms such as KPMG, PricewaterhouseCoopers and Deloitte & Touche. Members of WhiteSand project teams have worked for casinos and hotels throughout the U.S. and Internationally, providing clients with a team that is intimately familiar with the intricacies unique to the gaming industry and casino operations. WhiteSand provides a wide array of consulting services, including IT assessments and strategy, project management, package selections, Internet strategy, financial projections, business planning, casino pre-opening consulting, acquisition due diligence, research and analysis, and marketing strategy consulting. Some of WhiteSand's recent clients include the Borgata, Atlantic City Convention and Visitors Authority, Harrah's Entertainment, Cache Creek, Wynn Resorts, Hyatt Gaming and Microsoft.

Ascend Media Gaming Group is the leading producer of trade magazines, newsletters and trade shows serving the gaming industry around the world, and offers the only BPA-audited business-to-business gaming magazines in North America. Ascend's publications include *IGWB*, *Casino Journal*, *Slot Manager* and *Indian Gaming Business*. Ascend produces leading trade shows Racing & Gaming Summit, Slot Manager Institute, American Gaming Summit, BingoWorld, New York Gaming Summit, Southern Gaming Summit and the Rocky Mountain Gaming Summit. Learn more at www.ascendgaming.com.

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