



London, January 9th, 2009

Aristocrat shows sense and sensitivity towards market at 2009 International Gaming Expo

Aristocrat Technologies Europe has unveiled its core marketing campaign for the 2009 International Gaming Expo and beyond. The 'Great Sense' programme, beginning in October and spanning a five month period culminating in February, includes a dedicated online microsite at www.aristocratgaming.com/eur/greatsense , which includes what is believed to be the industry's first comprehensive preview to IGE and associated London week activities.

Aristocrat Europe's Marketing & Communications Manager, Olga Pleguezuelos explained the rationale behind the campaign: "The high performance of Aristocrat games around the world is a direct result of an integrated set of attractions built into every model, designed to maximise the physical interaction between machine and player. Our 'Great Sense' encapsulates the five senses of sight, sound, touch, taste and smell, each playing its own role in the high levels of entertainment and enjoyment experienced by players. Strong player retention and repeat play bring business success to operators, so the conscious decision to choose Aristocrat games itself makes great sense."

The campaign has been met with favourable endorsements from the industry with operators across Europe adding their own sensory perceptions. Aleksander Skrinja, Slot Director at Hit Casino Slovenia, states: "Players can spot an Aristocrat with their eyes shut" and Andre Pereira, Gaming Manager at Portugal's Casino da Póvoa, argues: "You can't beat Aristocrat's winning tunes". Wolfgang Bliem, CEO of Grand Casino Luzern, believes that "Whatever the secret ingredient is, it works" whilst Carlo Pagan, CEO of Casinò di Venezia, goes as far as saying "It's more than a game, it's an Aristocrat".

Aristocrat's 'Great Sense' is explored in greater detail at www.aristocratgaming.com/eur/greatsense/ , which also features a 3D interactive tour of the company's IGE 2009 stand, complete with details of products that will be demonstrated by Aristocrat Europe, Aristocrat Technologies Africa, ACE Interactive and PokerTek. A further attraction on the microsite is the section devoted to Aristocrat's Senseational IGE party, also incorporating a number of highbrow London experiences that show visitors may wish to consider during their sojourn in London.



Closer inspection of the site reveals one further significant benefit being extended to IGE visitors. Aristocrat recognises the difficult trading conditions being experienced currently and is responding by offering special promotions on all slot machine orders placed across the three days of IGE.

Daniel Lindsay, General Manager – Sales & Marketing Europe, commented on the special show offer: "Economic turbulence is placing pressure across the casino supply chain, particularly at the sharp end of the business where some operators have to contend not only with share price fluctuations but also with a slowdown in consumer spending. We are proud to stand shoulder to shoulder with our customers in these difficult times. By reducing the level of investment on products ordered during IGE, we aim to alleviate some of the financial pressures by accelerating our customers ROI ratios." He added: "This is an-at show only, not to be missed offer which we think makes Great Business Sense." Aristocrat Technologies Europe will be exhibiting on Stand 3410 at the 2009 International Gaming Expo.

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Digital image attached: - Aristocrat's 'Great Sense' microsite web grab
- Online IGE show preview
- Aristocrat's Daniel Lindsay and Olga Pleguezuelos

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