



## **A LEGEND RETURNS TO THE AUSTRALIAN GAMING MARKET**

**Sydney, 21 August 2011**

Aristocrat is proud to announce 'A Legend Returns', a campaign highlighting the company's commitment to returning some of its classic brands back to the Australian market.

Trevor Croker, Aristocrat's Managing Director Australia and New Zealand, said the campaign aimed to make the good games from Aristocrat's past into the great games of the future.

"Aristocrat's games have long been a key part of the Australian market and over the years, Australian customers have shown their loyalty to our classics like Queen of the Nile™, 5 Dragons™, and Indian Dreaming™," Mr Croker said.

"Our customers have told us these are the games they want to see back in the Australian gaming market. So we're bringing the classics back, to stand alongside current popular games like Phantom, Jaws and Players Choice Class Act.

"We want to lead the Australian gaming market with full recognition that our customer's needs are the most important force in our business, and that's what the 'Legends' campaign is all about," he said.

Mr Croker said the 'Legends' campaign works side by side with Aristocrat's existing recently released state-of-the-art 'Viridian Widescreen' technology, which has a library of 24 games like the mid-denomination double stand-alone progressive 'Silver & Gold Jackpots' range.

Silver & Gold Jackpots marks Aristocrat's entry into the mid-denomination market, specifically targeting the 5c, 10c, and 20c niches. Each of the products features double stand-alone progressive jackpots (DSAP) across a common jackpot theme with differing base games. The first of these games, *Gold Bullion*, was recently launched in NSW.

Viridian Widescreen is the latest in Aristocrat's line of electronic gaming machines, featuring dual 22" high-resolution widescreen displays, edge lighting, and a button panel incorporating Aristocrat's renowned Trilobe button.

'A Legend Returns' will be launched as the theme of the Aristocrat stand at the 2011 Australian Gaming Expo in Sydney from August 21 to 23.

Mr Croker also extended a welcome to all Expo visitors to stop at the Aristocrat stand and see these and all the other great products Aristocrat has on show.

Further Information:

**Media:** Adam Wallace: +61 408 638 038  
Manager External Communications

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