



## **Aristocrat's nRich™ Bonusing Engine Named Top "Best Consumer Service Technology" by Global Gaming Business Magazine**

### ***More Hearts™ Video Slot Named to "Best Slots" List***

LAS VEGAS (October 3, 2011) – Aristocrat's Oasis 360™ casino management system is the most widely used system in North America, and now its recently released nRich™ bonusing engine has been named the number one "Best Consumer Service Technology" in *Global Gaming Business Magazine's* 10<sup>th</sup> annual Gaming & Technology Awards. Additionally, Aristocrat's *More Hearts™* was named to the "Best Slots" list.

"We are absolutely thrilled to be recognized in both of our key business segments by such an esteemed panel," said Kelly Shaw, Vice President of Systems Sales and Marketing. "We have made it very clear to our customers that we have been investing in new technologies in systems and in games to give their customers the greatest gaming experience every day, and we are delighted to achieve top honors."

nRich™ is a totally new form of bonusing engine that focuses on dynamically rewarding individual players. Unlike other bonusing engines that use generic/non-specific thresholds to initiate a bonus event, nRich is dynamic because it uses the Average Daily Theoretical win specific to a patron or to a group of patrons as the basis for the bonus. nRich visually displays a meter on screen, in front of the player, to give the player a sense of how close they are to achieving an added bonus. The visual indicator raises players' levels of anticipation and therefore increases time on device.

Benefits of the nRich bonusing engine include:

- Increased time on device
- Increased player card sign-ups
- Increased coin-in of an individual patron or group
- Increased theoretical of an individual patron or group
- Growth of patron through small increments
- Generate increased patron movement across tier levels
- Increased revenue for the property

The awards were determined by a panel of judges from across the gaming industry: Claudia Winkler, senior vice president, professional services, NEWave; Rob Russell, gaming analyst, Regulatory Management Counselors, P.C.; Frank Neborsky, vice president of slot operations, Mohegan Sun; Gerhard Burda, president and CEO, ESCAPES Advisory Services; and Lindsay Stewart, vice president of electronic gaming, Sociedade de Jogos de Macau (SJM).

Oasis 360™ is the most widely installed system in North America, currently monitoring devices at more than 265 casinos. Oasis 360 is one of the gaming industry's most sophisticated systems, and includes robust, proprietary features that can be tailored to each property's individual needs.

Aristocrat Technologies Inc. is a subsidiary of Aristocrat Leisure Limited (ASX: ALL), a leading global provider of gaming solutions. The Company is licensed by more than 200 regulators and its products and services are available in more than 90 countries around the world. Aristocrat offers a diverse range of products and services including electronic gaming machines and casino management systems. For further information visit the company's website at [www.aristocratgaming.com](http://www.aristocratgaming.com).

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