



Aristocrat's US Momentum Continues to Build with Spectacular Week of New Contracts and Awards

7 October 2011

Aristocrat's investment in the US market continues to pay off, with news this week the company has secured two major contracts as well as having games and technology recognised as industry leading by two different gaming forums.

Aristocrat CEO Jamie Odell said the broad range of success for the company just this week alone shows why the company has worked so hard to increase its share of the gaming operations market in North America.

"In one week we have been able to announce a new major systems contract with one of the largest casinos to open in 2012 and then immediately follow it up with another that will bring our recently released online play-for-fun solution to tribal gaming for the first time," Mr Odell said.

"We've also seen our nRich™ bonusing engine named the number one "Best Consumer Service Technology" in *Global Gaming Business Magazine's* 10th annual Gaming & Technology Awards, which also put our game *More Hearts™* on the "Best Slots" list.

"This comes on top of our *Tarzan™ Lord of the Jungle™* and *Cashman Fever™* being voted Best Slots in the 2011 Best of Southern California Gaming™ Reader's Choice Awards overseen by the *Southern California Gaming Guide*, which is voted on by players.

"Clearly this news shows our commitment to investing in new systems and technology is paying off," he said.

Aristocrat's new contract with the soon-to-open Maryland Live! Casino includes the complete range of Aristocrat's Oasis 360™ systems products and the new online play-for-fun solution.

The Oasis 360 system will cover all 4,750 devices on Maryland Live! Casino's full Ethernet casino floor, utilizing the latest technologies from Oasis 360. All devices will be enhanced with the nCompass™ media window and displays, and Maryland Live! Casino will have access to advanced offerings like the powerful bonusing engine nRich™, Ricochet Rewards™ and Splashdown Countdown™.

Aristocrat has also secured a major contract to bring its new online play-for-fun solution to tribal gaming for the first time. Aristocrat will be developing a complete virtual casino site for long-term Oasis 360 systems customer Island Resort Casino.

The virtual casino will be live in Q2 2012 and will provide existing and new Island Resort Casino customers a complete range of games, including poker, slots and other classic casino games like blackjack and roulette. Oasis 360's innovative nLiveLink technology will enable Island Resort Casino to integrate players' online and land-based profiles, allowing US players to log-on online and earn reward points in the virtual casino.

More detailed information on each announcement can be found at www.aristocrat.com.au

Media Enquiries: Adam Wallace (+61) 2 9013 4193 or (+61) 408 638 038

TARZAN™ is a trademark of EDGAR RICE BURROUGHS, INC. and Used by Permission. © 2011 Edgar Rice Burroughs, Inc., All Rights Reserved.

Aristocrat Leisure Limited (ASX: ALL) is a leading global provider of gaming solutions. The Company is licensed by over 200 regulators and its products and services are available in over 90 countries around the world. Aristocrat offers a diverse range of products and services including electronic gaming machines, interactive video terminal systems and casino management systems. For further information visit the Group's website at www.aristocratgaming.com.