



## **Aristocrat Brings World's Greatest Gaming Experience to ICE 2012**

**London, 13th December 2011**

**Aristocrat Technologies will show their largest number of games in recent years at the forthcoming ICE show in London from January 24 to 26 as it continues to create the World's greatest gaming experience.**

Aristocrat brought forward European release schedules for several games suited to continental playing tastes after they received a fantastic response when previewed at G2E in October.

William Wilsnagh, Managing Director - Europe and Africa, said Aristocrat had listened to the European operators who attended the Las Vegas show.

"So many of the new games on show at G2E created such an impression with European operators, we've made their advanced roll out in Europe a priority," he said.

"A great example is Reel Tube™, one of two new standalone gaming categories being showcased at ICE. Offering bi-directional rotation of the reels, it allows for unique bonusing features and innovative game play."

Reel Tube will roll out in Europe with two distinctly different flavours; the chemically charged 100 line game Mad Professor™ and the ancient Egypt-inspired Pharaoh's Prize™. Mad Professor's test tubes fill with liquid to build the gaming experience and help maintain excitement while Pharaoh's Prize adds Reel Power™ with thematic symbols combining with revolving columns to deliver gaming appeal.

Another first at ICE will be the parading of Aristocrat's maiden Multi Play game for the European market, Wonder 4™, on which up to four games can be selected for simultaneous play. Having chosen any combination from a menu of four proven performers – the 40 line Wild Splash™, Reel Power games Firelight™ and Pompeii™ and the Xtra Reel Power™ game, Buffalo™ – players select their bet multiplier, which applies to wins on all the games played.

Aristocrat is also bringing a range of 6-reel games to Europe, each offering 4,096 ways to win. Debut titles in this category include three Xtra Reel Power games Samurai's Honor™, Wicked Winnings™ III and Wolf Moon™.

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Mr Wilsnagh said the new games represent just a snapshot of the many exciting products that Aristocrat is bringing to market over the next few months.

“For the full picture, visitors to ICE simply must come to stand 3415 and experience for themselves the great diversity and creativity of our gaming concepts in store for 2012,” he added.

The vast majority of Aristocrat’s standalone games displayed at ICE will be available in both VIRIDIAN WS™ (widescreen) and Vii™ Slant cabinets, the latter being publicly paraded at a European show for this first time this January. Optional enhancements include Nteractiv™ LCD button technology and LCD toppers, for linking standalone games with XTreme Mystery™ – all designed to give additional punch to Aristocrat’s extensive library of games.

**Images:**

- Reel Tube – logo
- Mad Professor – game logo & character
- Pharaoh’s Prize – VIRIDIAN WS cabinet
- Wonder 4 – screen grabs
- Samurai’s Honor – VIRIDIAN WS cabinet
- Wicked Winnings III – game logo & character
- Wolf Moon – game logo & character

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