



London, January 16th, 2009

## Aristocrat launches IGE dedicated microsite

**Aristocrat Technologies Europe has launched an online microsite to promote its presence at the International Gaming Expo, inform customers of special events and promotions as well as provide guests with an insight to the wider social and cultural activities taking place in London during IGE week. The site can be accessed at [www.aristocratgaming.com/eur/greatsense](http://www.aristocratgaming.com/eur/greatsense)**

A component of Aristocrat's 'Great Sense' multimedia marketing campaign, the microsite features a 3D interactive tour of its IGE stand, complete with details of the products which will be demonstrated by Aristocrat Europe, Aristocrat Technologies Africa, ACE Interactive and PokerTek. Also included is a preview of its 'Senseational' IGE party as well as details of the special promotions that apply to all slot machine orders placed during the three days of the exhibition.

Aristocrat Europe's Marketing & Communications Manager, Olga Pleguezuelos explained: "The microsite is part of what has been a fully integrated campaign operating on a series of levels and through a variety of media. IGE is the most important business event in our calendar and I believe that our campaign is one of the most comprehensive ever undertaken by an exhibitor in support of the show. The message we are sending out to casino operators is that we know that it's a tough time and we are committed to supporting the market. We have some great product innovations that can make a real difference to profitability and have put together some fantastic promotions on products purchased at the show. It's a compelling proposition and we look forward to seeing a lot of customers at IGE."

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Digital image attached: Microsite webgrabs (x3)

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