



**ARISTOCRAT ASKS THE GAMING INDUSTRY:**  
**“ARE YOU READY TO GIVE YOUR PLAYERS**  
**AN EVEN BETTER GAME EXPERIENCE...”**

LAS VEGAS (October 26, 2010) – [Aristocrat Technologies](#) is world-famous for developing games and technological innovations that provide players with the best game experience anywhere. Now in booth #1210 at the upcoming [Global Gaming Expo](#), Aristocrat will reveal innovative technology that will give players an even better game experience than ever before.

“The best experience is the best innovation, and at G2E 2010, we will unveil amazing technological innovations in both hardware and software. This is easily the most exciting G2E Aristocrat has had in nine years,” said Nick Khin, President of Aristocrat America.

The better player experience is literally at the player’s fingertips thanks to Aristocrat’s new *Nteractiv™* LCD programmable button technology. With this technology, images are at the top of the button, right at the player’s fingertips. These are the industry’s first color buttons and can rotate messaging to attract players and to wish them luck when playing. The Big Bash button can have animations inside of it.

Aristocrat’s style of community gaming takes players on an amazing ride in *Crazy Taxi – Fare 4 All™*. The game is a fun experience where players participate collaboratively in three community features. While some community style games pit players against each other, in Crazy Taxi, the players all benefit as a community.

The award-winning *VERVEhd™* cabinet houses the new player favorite [Michael Godard’s Rockin’ Olives™](#). The game and the cabinet take the player experience further than ever, with a sleek cabinet design, all-original artwork from America’s best-selling artwork, and player-driven features like player-adjustable sound and an easy-to-reach player’s card area.

In addition to its new and innovative game experiences, at G2E 2010, Aristocrat will also be showing more than 200 games, new math models, the VIRIDIAN WS™ and Vii™ cabinets, new modules for the Oasis 360™ system and new and innovative game play.

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, interactive video terminal systems and casino management systems. For further information visit the company’s website at [www.aristocratgaming.com](http://www.aristocratgaming.com).

###

**Contact:**

Paul Speirs, Steinbeck Communications  
(702) 413-4278, paulspeirs@cox.net