



ARISTOCRAT TECHNOLOGIES AND CHURCHILL DOWNS
JOIN FORCES TO CREATE WORLD'S FIRST
KENTUCKY DERBY THEMED SLOT MACHINE

New RFX™ Stepper Slot Machine Will Premiere at Global Gaming Expo in November

LOUISVILLE (October 14, 2009) – And they're off! Aristocrat Technologies, Inc. and Churchill Downs Incorporated ("CDI") have entered into a licensing agreement to create the world's first Kentucky Derby themed slot machine. The pairing brings together two of the strongest brands in entertainment to create a product that will have slot players racing toward casinos to try their luck at a "Run for the Roses."

The Kentucky Derby, annually staged on the first Saturday in May at legendary Churchill Downs in Louisville, Ky., is the world's premier horse race and America's original, extravagant and glamorous springtime sports party. Now, the excitement and tradition of "The Greatest Two Minutes in Sports" will be captured in Aristocrat's new *Kentucky Derby™ RFX™* stepper slot game.

Aristocrat President Nick Khin said, "We are thrilled to be the first company in the gaming industry to license the iconic Kentucky Derby brand. This has been a collaborative development effort with both our US and Australian R&D teams working on creating an exciting game and product concept around this worldwide recognized brand."

"The Kentucky Derby is one of the few sporting events in the world that appeals to millions of people from every walk of life," said Casey Cook, Churchill Downs Incorporated Vice President, Brand Development & Marketing. "While the 'Run for the Roses' remains rich in tradition, the Derby brand continues to evolve. This thrilling new partnership with Aristocrat Technologies, Inc. is a unique and exciting platform to extend the Derby brand and communicate our modern-day relevance to a broader, entertainment-seeking audience with similar interests to those of our sport's core and casual customers."

The new game will make its world premiere at the Global Gaming Expo (G2E), which takes place November 17-19 at the Las Vegas Convention Center. The game will be launched just prior to the 136th running of the Kentucky Derby Presented by Yum! Brands on Saturday, May 1, 2010.

The 5-reel RFX stepper product will deliver 135 years of brand recognition to the game and bring the heart of Louisville to the heart of casinos. The new game will premiere with a choice of two unique, themed launch base games: *Oaks Day*[™] and *Run for the Roses*[™]. Players will race for a four-level interactive jackpot with a *Hyperlink*[™] trigger.

Jackpot Partners represented Churchill Downs in the deal, leveraging the Kentucky Derby brand into a new compelling entertainment product.

About Aristocrat Technologies

Aristocrat Technologies Inc. is a subsidiary of Aristocrat Leisure Limited (ASX: ALL), a leading global provider of gaming solutions that consistently outperform the competition. The Company is licensed by over two hundred regulators and its products and services are available in over ninety countries around the world. Aristocrat offers a diverse range of products and services including electronic gaming machines, interactive video terminal systems, electronic tables, and casino management systems. For further information visit the company's website at www.aristocratgaming.com.

About Churchill Downs

Churchill Downs Incorporated ("CDI"), headquartered in Louisville, Ky., owns and operates world-renowned horse racing venues throughout the United States. CDI's four racetracks in Florida, Illinois, Kentucky and Louisiana host many of North America's most prestigious races, including the Kentucky Derby and Kentucky Oaks, Arlington Million, Princess Rooney Handicap and Louisiana Derby. CDI's racetracks have hosted seven Breeders' Cup World Championships. CDI also owns off-track betting facilities and has interests in various advance-deposit wagering, television production, telecommunications and racing services companies including a 50-percent interest in the national cable and satellite network HorseRacing TV, that support the Company's network of simulcasting and racing operations. CDI trades on the NASDAQ Global Select Market under the symbol CHDN and can be found on the Internet: www.ChurchillDownsIncorporated.com

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