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Press Release

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Aristocrat Europe adds ‘Great Value’ with launch of new customer microsite

LONDON, June 12th, 2009: Aristocrat Technologies Europe has underlined its commitment to get closer to its customers with the development of a new client-facing microsite. Hosted at www.aristocratgreatvalues.co.uk, the site encapsulates the company’s ‘Great Values’ CRM initiative and provides a communications platform packed with entertainment, news, tips, hot contacts, monthly information on top games, competitions and more.

Marketing & Communications Manager, Olga Pleguezuelos explained the rationale for the campaign: “We entered 2009 expounding the sensual attributes built into Aristocrat games, reinforcing the notion that investing in Aristocrat makes ‘Great Sense’. ‘Great Values’ is the evolution of that philosophy whereby every aspect of our business, both product- and service-led, is underpinned with added value, resulting in a proposition that delivers the highest levels of satisfaction to our clients.

She continued: “‘Great Values’ has been instilled into our external communications programme, spearheaded by the launch of a dedicated microsite which offers the most direct and interactive way of engaging fully with our customers.”

Aristocrat Europe’s General Manager – Sales & Marketing, Daniel Lindsay added: “This initiative not only gives operators a useful business tool and instant access to the many and varied aspects of our operation, it also gives us the opportunity to open up new channels of dialogue with our customers. Whilst the site carries detailed information on our wide range of games, some of which has not previously been published in an open forum, its primary role is not as a sales vehicle but as a conduit for an on-going exchange of ideas that will ultimately lead to meeting more precisely the current and future needs of our customers.”

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Digital image attached: www.aristocratgreatvalues.co.uk webgrab

About Aristocrat Technologies

Aristocrat Leisure Limited (ASX: ALL) is a leading global provider of gaming solutions that consistently outperforms 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.