



## **Aristocrat agrees online content distribution deal with GameAccount Network**

**Sydney, 8 March 2011**

**Aristocrat Leisure Limited (ASX: ALL) has completed an online content distribution agreement with GameAccount Network – licensed by the UK Gambling Commission to develop gaming software and by the Alderney Gambling Control Commission to operate and supply gambling software. Under the deal GameAccount Network will help to bring an array of Aristocrat’s vast library of gaming content to regulated online markets.**

The immediate focus will be European online gaming markets, most notably the United Kingdom, Italian and Spanish sectors, with roll-out across other regulated markets also in the pipeline.

Gillian Findlay, General Manager – Group Strategy & Online Gaming for Aristocrat, commented: “As the online gaming industry matures, players are looking for high quality content with a richer gaming experience. Aristocrat’s games have been favourites with players across the globe, and our goal is to bring the world’s greatest casino slot games to online players. To help make this happen, GameAccount Network has both a robust platform to host and serve our games, as well as established relationships with trusted, blue chip online operators”.

A selection of Aristocrat’s proven classics such as *50 Lions™*, *Sun and Moon™* and *Dolphin Treasure™* and new innovative games have been optimised for online play and will soon be available via the GameAccount Network platform to operators.

“We’re delighted to be enabling Aristocrat’s market-leading slots content for the online European market,” said Dermot Smurfit, Managing Director GameAccount Network. “Our network of major eGaming operators provides Aristocrat with a broad platform for direct-to-operator distribution. In collaboration with GameAccount Network, Aristocrat is also well positioned for the future online slots opportunity in Italy’s regulated market.”

Sam Nickless, Aristocrat’s Managing Director – Emerging Business & Strategy, added: “Aristocrat is all about creating great gaming experiences for players. Online is a new channel for that experience and is a natural fit alongside other established platforms for our content, including casino, street market and video lottery networks. Whatever the channel, we’ll continue to develop ground-breaking innovations in game play and gaming experience.”

### **Aristocrat Online**

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**Aristocrat Leisure Limited (ASX: ALL)** is a leading global provider of gaming solutions. The Company is licensed by more than 200 regulators and its products and services are available in over 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).

**GameAccount Network** is a leading European eGaming company, providing online gaming platform services and content to a range of customers, including: Betfred, BlueSquare, BoyleSports, Cogetech, Eurobet Italia, Gala Coral Group, GamingVC, Gioker, Intralot, Lottomatica, PaddyPower, Rank Group, Sisal MatchPoint, Smart Gaming, SNAI, Sportingbet, Stan James, Totosi and William Hill, along with a number of white label brands.

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