



Aristocrat and COGETECH S.p.A. to enter Italian VLT market

20th September 2010

The Aristocrat Group, its subsidiary ACE Interactive and their partner COGETECH S.p.A. have received regulatory approval to deploy the TruServ™ video lottery solution in the new Italian Comma 6B video lottery terminal (VLT) market.

Under the terms of its agreement with COGETECH, ACE Interactive will provide its TruServ™ server-based gaming system to COGETECH for deployment in the Italian VLT market.

ACE Interactive will also provide over 2,000 VLTs as well as retailer site controllers and jackpot signage packages. The majority of VLTs will be Aristocrat's flagship VIRIDIAN™ electronic gaming terminals. COGETECH intends to commence the roll out of the VLTs in the latter part of September 2010.

In addition, the agreement with COGETECH includes the supply of Aristocrat game content beginning with five successful Aristocrat game titles which already have regulatory approval. The Aristocrat games will create a casino-style gaming experience in venues carrying COGETECH's newly created IZIPlay™ brand.

Commenting on the announcement, COGETECH CEO Dottore Fabio Schiavolin said, "COGETECH is pleased to have been able to attract one of the world's leading video game suppliers with a wealth of experience as a key supplier to Italian casinos.

"As such Italian players are already used to Aristocrat's games styles. Through our IZIPlay™ branded outlets, COGETECH is now able to bring these games closer to players across Italy.

"We have chosen ACE Interactive for its cutting edge, secure and reliable technology and Aristocrat for its powerful and innovative games – a combination that is very hard to match."

Jamie Odell, Chief Executive Officer and Managing Director of Aristocrat said, "We are very pleased to be able to partner with such a strong and experienced company for our entry into the newly regulated Italian VLT market. This agreement represents a significant step forward in our plans to leverage our ACE technology to create a competitive VLT offer globally."

The new VLT legislation in Italy does not permit random number generators to be based in the gaming machine itself making ACE Interactive's server-based gaming system the ideal product for the new Italian market. The system is approved for both networked and venue jackpots.

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ACE Interactive CEO Michael Koch said, "We worked closely with COGETECH to ensure the TruServ™ solution was effectively customised to meet Italian regulations whilst delivering seamless operating conditions for venues as well as an exciting gaming experience for players.

"We are very proud to have secured our second major VLT customer. In 2008 the state lottery of Norway, Norsk Tipping, installed our TruServ™ solution and has deployed over 2,200 VLTs. With this, our second major contract, ACE is now in a position to increase its breadth of product offerings to the global VLT market."

Image attached: Aristocrat Chief Executive Officer and Managing Director, Jamie Odell

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About COGETECH

Cogetech S.p.A., with offices in Milan and Rome, is a market leader in the Italian online and land based gaming industry. Established in 2004, Cogetech S.p.A. is one of the top players in the regulated gaming market in Italy, one of the top three markets in Europe. The company has more than 40,000 AWP's in 16,000 points of sale, operates in sports betting and online poker facilities and also provides commercial and e-payment services. The new VLT business, a network that includes more than 5,200 machines, is operated under the IZIPlay™ brand. More information is available at www.cogetech.it and www.izisplay.it.

ABOUT Ace Interactive

ACE Interactive was founded in 2003 to develop and market the next generation of video gaming systems. Located in Stockholm, London and Las Vegas, ACE Interactive's TruServ™ solution provides true server-based gaming for operators who demand flexibility, content, security and social responsibility. In May 2006 ACE Interactive was acquired by Aristocrat. TruServ™ is the first GLI approved server-based gaming system. For further information visit the company's website at www.aceinteractive.net.

ABOUT Aristocrat

The Aristocrat Group is a leading global provider of gaming solutions. The Group is licensed by over 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.

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