



Aristocrat expands Italian VLT footprint

Stockholm and Rome, 20 June 2011

Aristocrat Lotteries, the server-based gaming arm of Aristocrat Leisure Limited (ASX: ALL), today announced an extension to its agreement with Cogetech S.p.A. The expansion of the relationship into the rapidly growing Italian VLT market will see Aristocrat Lotteries providing an additional 750 terminals to Cogetech, taking the total scope of the agreement to 3,000 terminals.

Aristocrat Lotteries Italia Country Manager, Bostjan Torkar expressed the extension as a vote of confidence from the Company's Italian partner in its TruServ™ system, terminals and, importantly, Aristocrat's game content.

"We are proud that with our support, Cogetech is the first concessionaire in this market to have nine games approved and live. Furthermore, we are delighted with the launch of our latest title for Italian players, 5 Dragons™, one of the most successful slot games globally," he said.

"The VLT market is a winning business and Cogetech has focused its efforts into this growing sector of the market," said Fabio Schiavolin, CEO, Cogetech.

"We needed a reliable partner and we believe we chose the best with Aristocrat. The games and the machines supplied by Aristocrat are known throughout the world and are always a great success in Iziplay's stores," Mr Schiavolin added.

Aristocrat Lotteries is part of Aristocrat's drive into new markets using server-based technology and the licensing of its iconic slot content.

Aristocrat's Managing Director, Emerging Businesses & Strategy, Sam Nickless concluded: "We are very pleased with our business in Italy and with the results as Cogetech continues to launch new gaming venues for Italian players. Of the major slot providers in the US casino market we are the only one at this point to successfully take our system through the stringent Italian testing and certification process and we're generating significant play on our games in this important market already."

Photo attached: Bostjan Torkar, Aristocrat Lotteries Italia Country Manager, with the TruServ™ VLT solution for Italy

Media enquiries: Alex Fierek, Marketing Communications Manager – Europe
Tel: +44 (0) 1895 618529 / 618500 | **Cell:** +44 (0) 771 505 9996
Email: alex.fierek@aristocrat.co.uk

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.

Cogetech S.p.A is a market leader in the Italian online and land-based gaming industry. The company has more than 40,000 AWP's in 16,000 points of sale, operates sports betting and online poker facilities and also provides commercial and e-payment services. The new VLT business, a network of more than 5,200 machines, is operated under the IZIPlay™ brand. More information at www.cogetech.it and www.iziplay.it.

Aristocrat Lotteries Europe

Årstaängsvägen 11, 4th floor, (Box 47221), SE-100 74, Stockholm, Sweden
tel +46 (0)8 522 158 00 email info@aristocratlotteries.com web www.aristocratlotteries.com