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Aristocrat Commands Strong Presence at Australian Gaming Expo

Australia's leading gaming machine provider, Aristocrat, will display new games tailored for the Australian market and the latest innovations in gaming from around its global operations at this year's Australasian Gaming Expo (AGE), to be held in Sydney from August 8 to 10, 2010.

Trevor Croker, Aristocrat's Managing Director, Australia and New Zealand said, "For more than 50 years, Aristocrat has been leading the gaming industry in Australia with innovative games that players love and powerful management systems that help increase the bottom line for our customers.

"We plan to enhance our position by becoming more responsive to customer feedback, making market-specific games and introducing more customer-focused sales model - all of which will be on display at the AGE", he added.

Aristocrat will debut new titles for the Australian hotel market at AGE, including Rose Tattoo™ and Player's Choice™ Class Act.

The new Rose Tattoo™ game is themed around the iconic Australian cult rock band, Rose Tattoo™, featuring rock legend Angry Anderson.

Mr Croker said "We are confident that our Rose Tattoo™ game will be a hit in pubs across Australia. The striking red and black colour scheme will make a real statement on the gaming floor while patrons will enjoy the experience of playing along with some Rose Tattoo™ classics".

The number one performing multigame product in New South Wales, Player's Choice™ by Demand,¹ will be joined at AGE by the new Player's Choice™ Class Act, which contains the popular games 5 Dragons™, Lucky 88™, Dollar Bear™ and Top Banana™.

Also being introduced at AGE is Beat the Bandits™, an innovative new hyperlink with a central wild western theme supported by two exciting base games. Each jackpot feature involves player interaction, giving players a chance to win one of the four jackpot levels.

Operators can also expect to see Fa Fa Fa™, a leading one cent link product in NSW, and Hit The Heights™ series (four games), both of which are proving very popular in overseas markets.

¹ Source: Club Data Online NSW, state average daily turnover, April & May 2010.



Aristocrat will also provide operators with a glimpse of the exciting future innovations, with the VERVE *hd*[™] cabinet. Developed in the United States, the VERVE *hd*[™] features better ergonomics for player comfort, a wider screen and improved sound, providing greater levels of player entertainment.

Mr Croker concluded, "AGE is one of the key opportunities we have to showcase our product and we looking forward to meeting hoteliers and discussing how we can grow their business through innovative product and services."

The Aristocrat display will be at stand 320.

Ends

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.

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