

Press Release

ACE to serve up its strongest ICE showing

LONDON, January 9th, 2008: ACE Interactive, part of the Aristocrat group of companies, will be in ebullient form at ICE 2008 as it looks to build on recent success which has seen the gaming innovator conclude iVT installations in Slovakia, make in roads to the lucrative north American market and most recently secure the contract to supply the prestigious Norsk Tipping Nowegian State Lottery with 500 interactive Video Terminals.

Whilst ICE provides a high profile stage to showcase the company's Server Centric Gaming Casino System on Aristocrat's new Viridian™ cabinet, as well as a raft of iVT solutions for lottery markets, ACE will also be using what is the most international b2b casino event in the calendar to meet with the industry's key players, as CEO Michael Koch explained: "I believe that we stand at the foothills of one of the most technically exciting periods in the history of the casino sector. Standalone video terminals are becoming obsolete and EPROM has a limited shelf-life. However, before the developed casino world embraces fully the massive opportunities offered by SBG, we need to get in front of the market and explain face to face the huge commercial potential of what we can deliver: that is why events such as ICE are so important."

Visitors to stand 3410 will be provided with an insight to ACE Interactive's unique spin on the SBG genre as Michael Koch explained: "The concept of 'Any Game, Any Where, Any Time' is the mindset that is needed to understand our proposition." He continued: "For operators the ability to constantly change games on any terminal depending on the time of day or customer mix makes huge commercial sense. Our technology enables the future development of 24-hour access to games featuring an exciting number of media applications. For example, say a player accesses a machine with a card that identifies motor sport as a particular interest, we can flag up a message that says 'Mr Smith, testing at the Japanese Grand Prix starts in 15 minutes, would you like to bet on Lewis Hamilton to take Pole?' and then for us to provide the odds." He added: "I honestly believe that the ACE Interactive technical and creative mix, allied to Aristocrat's commercial acumen, makes our SBG proposition the most attractive not only at ICE but in the market in general."

Koch concluded: "In addition to the business wins, we've recently relocated to bigger, purpose-built premises in Stockholm and made some significant appointments to the senior management team: everything is in place to start the year with a really strong ICE show."

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Digital photo(s) attached:

Ace Interactive Server Based Gaming; Michael Koch

About Aristocrat Technologies Europe Ltd

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.