



**PRESS RELEASE
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Top executives from European casino groups meet to discuss internet gaming, cross-border regulation and strategies to tackle recession

The European Casino Association (ECA) and Clarion Gaming announce the 3rd International Casino Conference (ICC) to be held on 24 January 2011 at Earls Court West Brompton Conference Centre in London, a day before the start of the ICE Totally Gaming exhibition.

The forthcoming Green Paper on Online Gambling announced by EU Commissioner Michel Barnier, ongoing regulatory changes in several European jurisdictions, the continuing struggle with the effects of the recession on customers' spend and new casino design are amongst the top issues to be discussed at this annual event.

ICC's convenient co-location with the world's largest gaming exhibition, ICE Totally Gaming, and the partnership with the ECA guarantees the presence of high-level decision-makers, CEOs of major casinos and suppliers from Europe and globally.

Ron Goudsmit, ECA Chairman, comments: "The ICC offers a dedicated platform for ECA members and the broader international casino community to exchange views on the most pressing challenges facing the industry. This event will once again bring together industry leaders, European regulators and technology experts for top level discussions and networking opportunities, to pave the way for building a sustainable future for the casino industry in Europe and beyond."

Setting the scene for the discussions, ICC 2011 will open with the CEO MegaDebate, featuring CEOs of Casinos Austria International, Spielbank SH GmGH, Olympic Entertainment and Svenska Spel's Casino Cosmopol who will give their frank views on gambling regulations, casinos' response to recession, CSR, innovations and new platforms for better customer acquisitions, including mobile and internet.

With Member States creating licensing regimes for new gaming forms while discussing the future of gambling at EU level, a number of important recent ECJ rulings and the European Commission's forthcoming Green Paper, regulatory questions will take the centre stage. The gambling authorities of France, Belgium, Hungary, Denmark and Germany will be available to explain their plans and requirements giving ICC attendees a head start for potential launches or implementations of new technologies.

Recognising the need to innovate, CEOs of Partouche Interactive, Sisal, Lottomatica Gaming Division and Evolution Gaming will explore the newest trends in technology and marketing, with particular focus on internet gaming and VLTs. Two case studies by Casino Gran Madrid on harnessing the casino brand online, and Brussels-based Viage on Las Vegas style gaming in Europe, will round off the conference programme.

Interactive panel discussions and dedicated Q&A sessions after each panel will provide delegates the opportunity to find answers to their most urgent and specific questions. With plenty of networking time during the conference and at the subsequent evening reception (venue to be confirmed), ICC 2011 promises to be an excellent start for discussions to be continued during the following days at ICE Totally Gaming.

More information and registration available on www.icetotallygaming.com.

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About the European Casino Association

The European Casino Association (ECA) represents national associations and individual operators of licensed land-based casinos in Europe. To date, the ECA represents the interests of almost 1.000 casinos and around 80.000 employees in 23 countries across Europe. Founded in the early 1990s as the European Casino Forum, the ECA has grown steadily over the years and today includes members from nearly all EU Member States, as well as Switzerland and Serbia. www.europeancasinoassociation.org

About Clarion Gaming

Clarion Gaming is the first choice provider of quality information, events and services to the global gaming, gambling and betting industries. It is dedicated to supporting the industry - whether traditional or new, supplier or buyer, trade association or government department. Clarion Gaming's ongoing goal is to maintain its position of leadership both within the industry and in representing the industry to the business community at large, providing world class customer service in the process. www.clariongaming.com

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