

PRESS RELEASE

3 June 2008

The Gaming Future is a 'Click' Away

Look into the future of gaming through Clarion Gaming's new gambling industry information site, **Gaming Industry Media** (www.gamingindustrymedia.com) - an absolute must-see for industry professionals.

Providing the most up-to-date and accurate information on the global gambling industries, the new user-friendly site lets you keep an eye on the latest industry news, trends, events and information. It also caters to researchers via a storefront featuring electronic reports and print publications authored by Clarion Gaming as well as outside sources.

"Those who depended on Clarion Gaming's *ATEOnline.co.uk* site for gambling information will be happy to know that they have a new resource with a lot more features," explained Mark Balestra, head of publishing for Clarion Gaming. "Through the merging of ATE (UK) and River City Group (US), we now have more staff dedicated toward providing content online. This ultimately enabled us to make some improvements we've wanted to make for quite some time, and we're bringing the whole thing to life under a new brand that the industry will soon get to know very well."

Those Improvements include:

- more robust, in-depth gaming industry content;
- a cleaner, user-friendly interface;
- audio interviews with policymakers and industry leaders; and
- an online store providing top-shelf industry research.

Plus, the rededicated staff will be rolling out new features on a regular basis.

"Our aim is to provide an online community for sharing information," Balestra added. "So in the next phases, we'll be introducing interactive components that I think will be of great value to our readers."

The Gaming Industry Media Difference

- All content is produced and edited in house by a staff of experienced researchers and journalists.
- A presence in England, the United States and Hong Kong, ensures better international coverage than any other gambling industry publisher.
- Content is regularly updated, spans all gambling industry sectors and is available via multiple delivery channels.

The Editorial Staff

Headed by Mark Balestra and his 10 years publishing experience in the field of interactive gambling, Clarion Gaming's editorial team produces a suite of news and research publications (both print and electronic) delivering imperative information to a uniquely sophisticated conglomeration of CEOs, technology developers, marketers, legal experts and financial analysts.



Mark Balestra, Publisher

The centerpiece of the company's extensive array of timely offerings is **Gaming Industry Media**, providing unmatched reach to more than 100,000 professionals in markets across the globe.

Editorial

[Mark Balestra](#), Publisher
[Chris Krafcik](#), Editor

-ENDS-

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Notes for Editors

Clarion Gaming is part of Clarion Events. Being part of a company that produces business-to-business and business-to-consumer, serving 14 different market sectors from leisure and entertainment to finance, from antiques and fine art to music to mortgages, helps us draw on an even greater wealth of experience and knowledge.

Clarion Events has grown to become the largest independent and one of the top three organizing companies in the UK. And currently we employ a talented staff of 170+ people in four locations.

Clarion Gaming is dedicated to supporting the industry - whether traditional or new, supplier or buyer, trade association or government department. Clarion Gamings' 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.