

## 2007 Gaming Life Expo Highlights

The 2007 Gaming Life Expo continued its success for the third consecutive year. The following were key drivers of that success and will lay the foundation for another great year in 2008:

- 105 total exhibitors (vs. 98 from the prior year)
- The Expo attracted over 50,000 attendees
- Many exhibitors leased multiple booths, resulting in 218 booths combined to feature attractions limited only by the exhibitors' creativity
- Total square footage increased from previous years, resulting in approximately 50,000 square feet of convention viewing area
- Even with the new online gaming prohibition banning the multitude of internet gaming exhibitors from prior years, more than 40% of vendors (representing other forms of gaming and gaming-related trades) returned to showcase their products
- Various poker magazines, such as All-In, Poker Pro, American Poker Player, Woman Poker Player, and Under the Gun found an avenue to reach their readers
- Live performances from X-Burlesque, a featured production at the Flamingo Hotel and Casino
- Included major exhibitors such as Jim Beam, Callaway, Taylor Made, Nike Store, Activision, Hertz Rental Car, and Verizon
- Celebrity poker appearances by Jennifer Harmon, Jennifer Tilly, Chris Ferguson, Phil Hellmuth, Annie Duke, and Scotty Nguyen