



Aristocrat Invites Operators to Make the Big Play at G2E 2015

LAS VEGAS (September 9, 2015) – Every casino operator wants to make the big play – creating an experience for their players that is exciting, engaging and builds loyalty. In booth #1141 at G2E 2015, [Aristocrat](#) will help operators make the big play with a deep and broad portfolio of industry-leading hardware, games and system solutions designed to reach every type of player demographic.

Visit Aristocrat's G2E microsite: www.thebigplayg2e.com.

“This year, perhaps more than ever, it’s time for operators to make a big play, and Aristocrat is uniquely prepared and positioned to help them do it. We have the right hardware, the right games, and the right systems solutions to help operators capture and retain players. Operators can confidently turn to Aristocrat for the products they need now to make the big play with their customers today,” said Maureen Sweeny, Aristocrat’s Chief Commercial Officer.

Aristocrat will present jointly with VGT, showcasing content that speaks directly to every type of player segment: Class III, Class II, players who prefer more of an entertainment experience, those who love the thrill of frequent jackpots, those who love Aristocrat’s core gaming experience, and those who want an immersive experience with their favorite movie or TV characters. Closing the loop is a broad portfolio of system solutions that capture and respond to what the player is doing across the enterprise and responding in scientific ways that build loyalty.

Aristocrat’s cutting-edge and award-winning hardware is built on a solid foundation of groundbreaking ergonomics and upgraded graphics capabilities and includes the [Arc Single™](#), [Arc Double™](#), [Arc Wheel™](#), [Behemoth™](#) and [Helix™](#) cabinets, which give players the most interactive, innovative game play on the market today.

Aristocrat continues to bring entertaining, player-favorite brands to the lease segment with new themes like *Game of Thrones™*, *Downton Abbey™*, *Ted*, *Dumb and Dumber*, *A Christmas Story™* and *Man of Steel™*. These themes join the existing line up of exciting games that recently hit the market including [Sons of Anarchy™](#) Slot Game, [The Big Bang Theory™](#) Slot Game, *The Big Bang Theory™ Bazinga!*™ Slot Game and [Britney Spears™](#) Slot Game.

Complementing the licensed themes is Aristocrat’s core proprietary linked products, including [Lightning Link™](#), Aristocrat’s first player-selectable denomination linked progressive designed for core players. Additionally, the industry’s best performing game, *Buffalo™*, is launching on the new fleet of hardware with *Buffalo Grand™* available on Arc Double and *Buffalo Stampede™* on Behemoth.

Aristocrat’s sale games are making a big play, with the introduction of innovative SAP mechanics, core volatile game innovations, multi-denom, high-denom and multi-game content. These innovations can be clearly seen across the C*Series™, E*Series™, J*Series™ and the newly introduced M*Series with titles like *Buffalo Gold™*, *Wonder Tower™*, *Liberty Stripes™*, *Dragon of Destiny™* and *Reel Sweet Stacks™*.

Also helping operators make the big play is Aristocrat’s [Oasis 360™ system solutions](#). Oasis 360 keeps operators connected to customers, on property or out in the world. Oasis 360 solutions track behavior when



customers patronize affiliates and strategic partners, giving a clear and complete view of crucial data, empowering operators with crucial data to meaningfully reward customers.

Many new solutions are available to operators regardless of the CMS system the operator is currently using. Some of these solutions include ONE LINK™ technology, HALO™ loyalty, Carded Mystery™ and Mobile Concierge™. Aristocrat will also show its new beverage ordering system, Drinks on Tap™ (DOT), unattended jackpot processing system, and a completely redesigned nCompass™ player interface. Additionally, the Oasis SpeedSolutions Bonusing™ rewards players and creates anticipation and energy with a vast range of events, such as floor-wide mystery bonus or a spontaneous EGM promotion.

[VGT](#) is sharing a booth with Aristocrat and will be showcasing its new LAP, WAP, video and hardware products. The new local area progressive theme is based on VGT's popular Polar High Roller® character with two new titles: "Fortune Flurry" and "Frozen Fortunes". The Polar High Roller brand is a proven player favorite and is also featured in VGT's new high denomination video series and in VGT's new jumbo cabinet, VGT XL™.

VGT recently premiered its wide area progressive, Easy Money Jackpot™, including Mr. Money Bags®, Hot Red Ruby® and Lucky Ducky® titles. Between the wide area progressive offering, VGT's new Red Spin™ Gambler Series high denomination video games and VGT XL, VGT's product mix at G2E reflects VGT's core brands that casino operators have come to know and expect.

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About Aristocrat

Aristocrat Technologies Inc. is a subsidiary of Aristocrat Leisure Limited (ASX: ALL), a leading global provider of land-based and online gaming solutions. The Company is licensed by more than 200 regulators and its products and services are available in more than 90 countries around the world. Aristocrat offers a diverse range of products and services including electronic gaming machines and casino management systems. For further information visit the company's website at www.aristocrat-us.com.

About Video Gaming Technologies

VGT—An Aristocrat Company is the leading designer/manufacturer/distributor of Class II games for Native American casinos and emerging markets. The company is headquartered in Franklin, Tenn., with a manufacturing facility in Tulsa, Okla.; and a state-of-the-art game design studio in Reno, Nev. The VGT difference provides customers with exciting game titles that generate intense player loyalty, record-setting gaming revenues, the assurance of reliability and unmatched customer service. Visit www.vgt.net.

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