



Association of Gaming Equipment Manufacturers

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# ASSOCIATION OF GAMING EQUIPMENT MANUFACTURERS (AGEM) ANNOUNCES ALLIANCE MAKING *INTERNATIONAL CASINO REVIEW* (ICR) ‘OFFICIAL EUROPEAN MEDIA PARTNER’ OF AGEM

LAS VEGAS – The Association of Gaming Equipment Manufacturers (AGEM) announced today that its Board of Directors has approved an alliance with Gaming Business Media LLP (GBM) and GBM’s flagship publication *International Casino Review* (ICR) magazine giving ICR exclusive status as AGEM’s “Official European Media Partner.”

The partnership calls in part for AGEM members to receive significant advertising discounts, an enhanced level of editorial support and subscription benefits while broadening AGEM’s reach into a wide variety of international markets.

Established in 2002, the award-winning ICR has a combined print and digital circulation of 15,588 and is distributed throughout a total of 126 jurisdictions worldwide.

“AGEM is pleased to announce this partnership with *International Casino Review* magazine and Publisher John Sullivan and Editor Phil Martin and their strong team,” said AGEM President Thomas Jingoli. “ICR is certainly one of our global industry’s top publications and is a perfect fit as AGEM continues to add international members and expand our influence. It’s important to note we have added multiple supplier companies from the United Kingdom, Bulgaria, Austria, The Netherlands, Japan, Taiwan, Greece and Australia over the past 15 months as AGEM moves to address gaming issues around the world.”

“Gaming Business Media is the largest dedicated B2B publisher in the gaming, betting and amusements sectors and we are delighted to be working in partnership with AGEM, one of the most respected and authoritative organizations in the global gaming industry today. We share many of the goals and objectives of AGEM and look forward in our role as European media partner to headlining the valuable work undertaken by AGEM and promoting it to the widest possible audience of commercial and governmental stakeholders. I am certain that it will prove to be a long-standing and positive relationship between our two organizations,” said GBM Publisher John Sullivan.

AGEM is an international trade association representing manufacturers and suppliers of electronic gaming devices, systems, table games, key components and support products and services for the gaming industry. AGEM works to further the interests of gaming equipment suppliers throughout the world. Through political action, trade show partnerships, information dissemination and good corporate citizenship, the members of AGEM work together to create benefits for every company within the organization. Together, AGEM has assisted regulatory commissions and participated in the legislative process to solve problems and create a business environment where AGEM members can prosper while providing a strong level of support to education and responsible gaming initiatives. For more information, visit [www.AGEM.org](http://www.AGEM.org).

The current AGEM membership roster, 81 strong, is a who’s who of the supplier segment of the global gaming industry: **AGEM Gold Members:** Aristocrat Technologies, Aruze Gaming America, Austrian Gaming Industries, Bally Technologies, GTECH/Atronic/Spielco, International Game Technology (IGT), Intralot S.A., Konami Gaming and WMS Gaming. **AGEM Silver Members:** AC Coin & Slot, Action Gaming, Casino Technology, Interblock USA, JCM Global, MEL, Multimedia Games, Octavian International, Shuffle Master, Suzo-Happ Group, TCSJohnHuxley and Wells-Gardner Electronics. **AGEM Bronze Members:** Ainsworth Game Technology, Astro Corp., Cadillac Jack, Cammegh Limited, CashCode / Crane Payment Solutions, Diamond Game, Digital Display Group, Euro Games Technology (EGT), GameTech International, Gaming Support, Incredible Technologies, Jumbo Technology, KGM Gaming, MCA Processing, Modern Gaming, Rocket Gaming Systems and Summit Gaming. **AGEM Associate Members:** Ceronix, CMYK Creative, Cole Industries, Cybertec Gaming Systems, DynaGraphic Printing, Elite Casino Products, Esterline Advanced Input Systems, FutureLogic, Gaming Partners International, Gary Platt Manufacturing, Global Cash Access, Global Gaming Group (G3), Grand Products, Howard & Howard, IdeaWork Studios, IDX, Intel, IPS, James Industries, Kreller Group, KSK, Lewis & Roca, Masterpiece Advertising, MC, Mikohn Signs and Graphics, Money Controls, Nanoptix, Paokai Electronic Enterprise Co., Proforma GPS, Regulatory Management Counselors, Sanmina-SCI, Strategy9, Talent Associates, Tgraphics/Outpost Productions, The Bright Group, 3M Touch Systems, Tournament One, TMX, Trade Show Fabrications, TransAct Technologies, Veridocs, Wrex Products and Young Electric Sign Company (YESCO).

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