

# PRESS RELEASE

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## Clarion and ECA strike deal at ICE

**London – Wednesday 23 January, 2008: Clarion Gaming and the European Casino Association (ECA) have today agreed a programme of collaborative marketing, promotion and development initiatives. The agreement, which covers casino activities, was ratified by Clarion Gaming’s Head of Exhibitions Karen Cooke and Ron Goudsmit of the ECA on the opening day of the 2008 International Casino Exhibition being held at London’s Earls Court Exhibition Centre.**

Heralding the agreement, which applies to the development of existing events as well as the creation of new projects relating to the casino industry in Europe, Karen Cooke said: “We are delighted to complete this agreement with the ECA which makes such an important contribution to the development of the industry in Europe. Our approach has always been to work with the market to build and create events that will make a real and telling contribution to businesses in the sector. This will be a dynamic and exciting partnership, which, I am certain, will result in tangible benefits for the European industry.”

Speaking on behalf of the ECA, Ron Goudsmit commented: “This represents an important development for the Association. The vast majority of our members are regular attendees at ICE and we enjoy a strong and positive relationship with the organising team. We look forward to working with Clarion Gaming and bringing enhanced benefits to our members and the industry as a whole.”

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### About Clarion Gaming:

Wholly owned by Clarion Events, Clarion Gaming’s aim is to continue to be the first choice provider of quality information, events and services to the global gaming, gambling and betting industries. Clarion Gaming brings together many types of organisations; suppliers, buyers, trade associations, press, government, regulatory bodies, law firms, financial companies and more. Clarion Gaming helps everyone keep track of the changes taking place in fast moving markets. Clarion Gaming is owned by Clarion Events, the largest independent consumer and trade show exhibition organiser in the UK and is expanding into international markets. 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.

### About the European Casino Association:

The European Casino Association (ECA) represents the interests of almost 900 casinos, approximately 80,000 employees across Europe. Founded in the early 90s as the European Casino Forum, the ECA has gradually grown over the years and today includes members from the majority of the European Union member states and from Switzerland. The ECA’s members in 2008 include Austria, Belgium, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Italy, Luxembourg, Netherlands, Poland, Portugal, Romania, Serbia, Slovenia, Spain, Sweden, Switzerland and the United Kingdom.

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