

Regulators to take the stage at VLT event at ENADA

First event of its kind brings together regulators, advisors, operators, manufacturers, concessionaires and testing labs to discuss the opportunities of the Italian VLT market

London – 4 March, 2010 – With the VLT expansion in Italy already being described as the biggest single thing to happen to the European gambling business for at least a decade, Italian regulators are set to take the stage on the topic at an industry conference – the first of its kind – at ENADA, Rimini on 19 March (www.italyvltconference.com).

Conference organizers, Awedacity are honoured to announce that Armando Iaccarino, the Italian State Monopolies Agency (AAMS) Official Director and Daniela Pompei, Director SOGEI have both been confirmed as speakers.

Dr. Armando Iaccarino is the AAMS director responsible for the management of cash-prize and non-cash-prize amusement machines, which includes all AWP and VLT in Italy. During this unique opportunity, participants to the conference will be able to learn directly from the regulator himself how the request by the government to introduce Video Lottery Terminals in the country gave them the historic opportunity to create something never seen before: the introduction of true server based gaming system on a national level, all interlinked to the central control system of the regulator for constant monitoring, through the infrastructure of the concessionaires created to link all of the AWP in the country.

Accompanying Dr. Iaccarino is Dr. Daniela Pompei the director of the department at SOGEI, the technology partner of the regulator, that runs the central control system and that is in the process of carrying out the certification of the different

gaming platforms. Dr. Pompei will offer priceless insight into the tremendous effort made by SOGEI to insure that the systems meet the requirements of the Decree, in order to have them up and running from as early as spring.

They will join leading advisors, operators, manufacturers, concessionaires, testing labs and lawyers on the conference panel, who will collectively shed light on the questions that still remain immediately prior to the operationalization of this lucrative market.

Quirino Mancini, Partner at law firm Sinisi Ceschini Mancini, who is also speaking at the event said: „I am delighted to learn that the conference organisers have now confirmed two very prominent panellists such as Dr Armando Iaccarino and Dr. Daniela Pompei. They are both extremely involved in the regulatory and technical process concerning the introduction of VLTs in Italy and will no doubt be adding a great deal of value to the conference debate. On top of that, to the best of my knowledge this is the first event ever entirely dedicated to VLTs so both timing and contents couldn't be any better. I expect the conference room will be packed with people.“

Awedacity Director, Ms Julie Garvin said: “With estimates that between 49,000 to 65,000 machines could enter the country in the short space of 12 months, it's vital that the industry is armed with all the information it needs to succeed. We are delighted to have Dr Armando Iaccarino and Mrs Daniela Pompei on board. Their contributions, alongside the market players will be significant. We believe this will be a landmark event for the Italian market.”

The event, *VLTs in Italy*, is being run in conjunction with this month's ENADA event in Rimini, Italy on 19 March 2010..

To register your place at this landmark Conference please contact Julie Garvin on +44 (0)7581 406 606 or Rory Credland

on +44 (0)7581 471 571 or visit:
www.italyvltconference.com/Register

The delegate rate is only €499.00 and spaces are limited.