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Aristocrat Technologies launches into lucrative Russian market

Aristocrat Technologies Europe announced that it has signed a distribution agreement with Alliance Gaming Supplies BV to sell new Aristocrat product throughout the Russian Federation, predominantly in Moscow and St Petersburg.

Alliance Gaming Supplies BV will sell to operators in the Russian Federation. Aristocrat will also continue to deal direct with its existing customers in Moscow and St Petersburg.

"We have been actively, yet cautiously, exploring opportunities in the Russian gaming market and are very excited by the potential for Aristocrat", said Mr Des Randall, Chief Executive Officer, Aristocrat Technologies. "Alliance Gaming Supplies BV has the infrastructure required to properly support our product in this market".

"We have firm commitments for major orders to be shipped within 2003", he said.

Aristocrat Technologies Europe are also pleased to announce that they will be exhibiting with Alliance Gaming at the EELEX Exhibition in Moscow from 14-16 December 2002. Gavin Isaacs, Managing Director Europe, Aristocrat Technologies said "We look forward to exhibiting with Alliance Gaming Supplies BV at the EELEX, a great start to what we hope will be a successful relationship in the Russian Federation".

The Russian Federation is predominantly a video slot market, with at least 90% of the market video based. As Aristocrat leads the world with video slot innovation, this places Aristocrat in a prime position to become a leading supplier of gaming technology to this market.

There are currently 46,000 registered machines in the Russian Federation with a population of approximately 143 million.

Aristocrat Europe Technologies currently offers product in 23 European jurisdictions, including France, Germany, The Netherlands and Russia.

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For more information:

Vivienne Kailofer Tel: 612 9413 6635 or by e-mail: Kailofer@ali.com.au