



ARISTOCRAT LAUNCHES SEGA® CO-DEVELOPED GAMES

Classic SEGA® “Bonanza Brothers™” and “Golden Axe™” Games Coming to Aristocrat Video Slots

LAS VEGAS (November 23, 2009) – Aristocrat has launched two new slot game titles in conjunction with SEGA® Corporation as part of a co-development agreement between the companies. The new games incorporate characters from the classic SEGA games *Bonanza Brothers™* and *Golden Axe™* and made their world premiere as slot games at the recent Global Gaming Expo.

Aristocrat’s Chief Marketing Officer Paul Kitchin said, “In late August, we announced that we would be developing content in more innovative ways, including through third party collaboration. Our relationship with SEGA is an early example of this approach, and we are very excited about its potential.”

Kitchin continued, “We have been working closely with SEGA on these two games. SEGA has designed the graphics as an extension of their classic titles and our games studios have provided artistic direction and the core mathematical game design. *Bonanza Brothers* and *Golden Axe* use a range of characters from the original SEGA video arcade games, providing strong nostalgic appeal. We look forward to engaging customers around these games’ exciting features.”

Chief Game Producer of Sega AM1 Yasuhiro Nishiyama said, “We are excited to release two of our most popular titles to the gaming market in cooperation with Aristocrat. We hope that this will be the first of many opportunities for us to demonstrate our creativity in the gaming market.”

The games will be available for sale in the first quarter 2010, subject to regulatory approval.

The new games are two of more than 200 games Aristocrat showed at G2E. Aristocrat Technologies Inc. is the U.S. subsidiary of global gaming leader Aristocrat Leisure Limited. Aristocrat Technologies designs and markets gaming machines, progressive systems and the Oasis Casino Management System. Las Vegas is the location of Aristocrat’s North and South American operations. From this base, the company supplies products to casinos, casino-hotel resorts and racetrack-casinos. For more information, visit aristocratgaming.com.

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