

IMAGINE LAS VEGAS

As a vibrant and world-renowned tourist destination, Las Vegas attracts almost 40 million visitors a year. The city's high quality of life continues to draw families, retirees and professionals to the city, which pushed the population past two million in 2010. Its special features include the following:

- Perennially a hotbed for entrepreneurship in the hotel, restaurant and casino and gaming industries along the Las Vegas Strip, the city is also a prime destination for business professional of all kinds, drawing nearly 18,000 conventions to the city each year.
- Las Vegas has been one of the fastest-growing U.S. cities for the past decade. This is due, in part, to new residential high-rise developments and nearly 40 master-planned communities that provide attractive amenities and a superior quality of life.
- Beyond the glitzy, glamorous Strip, Las Vegas is a city full of topnotch education institutions from private preschools to world-class accredited universities as well as museums and the best hospital systems and medical facilities in the region.
- A stunning urban oasis in the Mojave Desert, Las Vegas also offers endless outdoor adventure opportunities and boundless natural panoramic views with nearby Red Rock Canyon, Valley of Fire, Lake Mead and Hoover Dam and the Grand Canyon.
- A well-known premiere destination for high-profile sporting events like professional bull riding, boxing, mixed martial arts and racing, Las Vegas and its surrounding area also is home to more than 100 golf courses and several minor league sports teams.
- Las Vegas has some of the most spectacular shopping in the world with dozens of high-end malls and outlets on and off the Strip as well as downtown. Notable destinations include the Fashion Show Mall and the Forum Shops at Caesars Palace.
- Las Vegas is a global vacation destination that is home to 19 of the world's 25 largest hotels. It is known worldwide for its spectacular hotel-resort-casino megaplexes that offer indulgent amenities, A-list service and activities for visitors of all ages.
- From vast buffets to elegant five-star restaurants and everything in between, Las Vegas is a food-lover's paradise. Constantly raising the culinary bar, the city plays host to some of the biggest names in food that continually serve up new and innovative cuisine.
- The Entertainment Capital of the World, Las Vegas is a magnet for superstar headliners in residence as well as Broadway-quality theater and fabulous shows in addition to its endless selection of high-class casinos, bars and nightclubs for dancing the night away.

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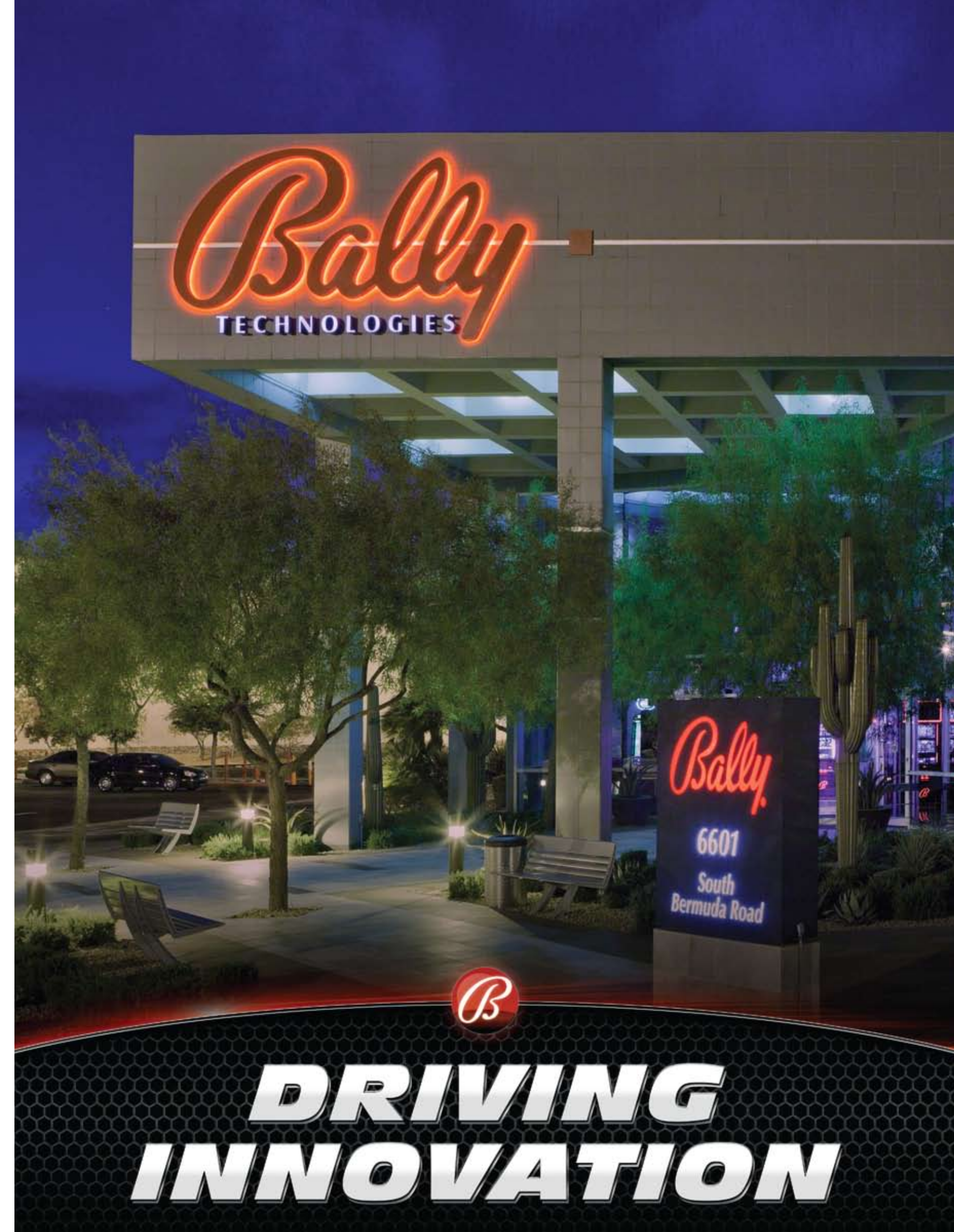
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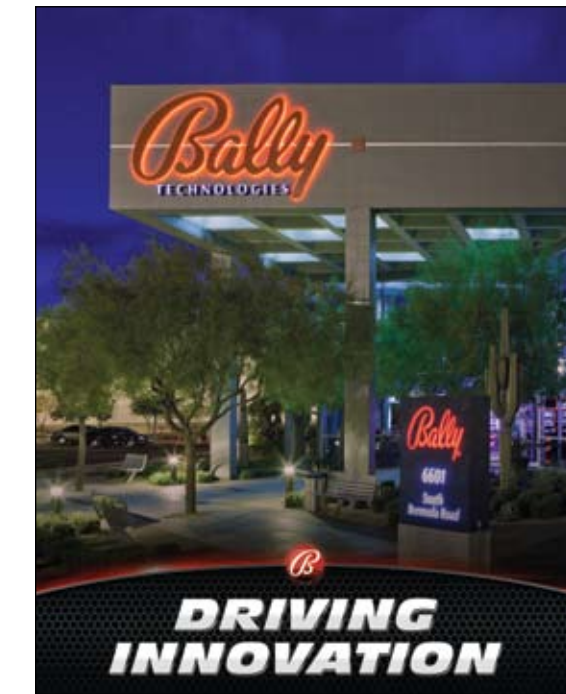
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DRIVING INNOVATION



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With a history dating back to 1932 and headquartered in Las Vegas, Bally Technologies designs, manufactures, and markets some of the world's most entertaining video slots, reel-spinning slot machines, wide-area progressives, lottery and central-determination games, mobile and interactive solutions, as well as sophisticated casino management, slot accounting, bonusing, cashless, and table-management systems solutions for the dynamic global gaming industry.

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5120 Woodway Drive, Suite 6022
Houston, TX 77056
phone 713-586-6939 • fax 713-586-6947
www.Imagine-LasVegas.com

