

BALLY TECHNOLOGIES

DRIVING INNOVATION IN THE GAMING INDUSTRY



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Founded in 1932, Bally Technologies is the oldest slot manufacturing company in the world, getting its start with the invention of the Ballyhoo arcade game and debuting the Bally Baby slot machine four years later. For more than eight decades, Bally's innovations, people, and values have had a real and lasting impact on the global casino gaming industry.

Today, Bally Technologies has evolved to become one of the leading suppliers of games, systems, mobile, and interactive technologies for the worldwide casino gaming market. The first gaming company traded on the New York Stock Exchange (1975), Bally recently achieved record revenue of \$880 million in FY2012.

The Company maintains more than 25 offices around the world and employs more than 3,000 people. Bally leads the industry in innovation, winning more than 50 innovation awards for pioneering technologies over the past four years, as well as prestigious international awards for customer service and support and for being the most innovative gaming-technology manufacturer.

Following the successful launch of world-class brands Michael Jackson King of Pop™ and GREASE® video slots in 2012, the Company is poised to introduce NASCAR® video slots, The Beach Boys™ slots, and a slot machine based on the hit reality TV series *Pawn Stars*™ on the HISTORY® channel. Bally is also bringing to market a host of new for-sale game content which



includes an array of outstanding new game features and even greater player interaction.

Bally's casino systems business is flourishing as well. For the first time, the Company has brought the power of a licensed brand across both games and systems with Virtual Racing™ NASCAR. The Company's Elite Bonusing Suite™ of applications including Virtual Racing and DM Tournaments™ have enabled casinos to deliver powerful, floor-wide player entertainment that drives coin-in, carded play, new player's club signups, and revenue. Recently, a California casino succeeded in achieving a world record for the 'World's Largest Slot Tournament' powered

by these innovative Bally systems solutions. The Company itself achieved a world record for 'Most Slot Machines Running the Same Game Simultaneously at the Same Venue'.

Adding to the successes in land-based gaming and casino systems, the Company recently became the first licensed in the United States as an interactive gaming system manufacturer and service provider. Through the Bally Interactive Division and its iGaming and Mobile Platform, the Company offers casino operators the ability to augment their land-based casino gaming with mobile and online play-for-free and wager-based games. The Company integrates these cross-platform

solutions with its core casino-management systems to provide operators with a single view of their patrons whether they are at the casino, at home, or on the go. With online play-for-free and wager-based gaming expanding globally, Bally has positioned itself as a trusted partner and innovative leader in the Internet, mobile, and social gaming industry.

With record revenues, world-class brands, systems helping to set world records, and the clear choice for interactive gaming solutions, Bally Technologies continues to deliver on its commitment to be the best supplier of innovative and quality technology-based products and services to the gaming industry.