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Booths at Rio's 4th Annual Gaming Life Expo Going Fast

LAS VEGAS, April 8, 2008 –With impressive attendance at last year's Gaming Life Expo, vendor and exhibitor booths for the 4th Annual GLE 2008 at the World Series of Poker® (WSOP) are expected to sell out soon.

“The WSOP is about to continue its strong run and we expect this year's GLE to be even better than last year's,” said Stanford Le, Director of Strategic Marketing for Bally's, Paris and Rio. “There will be a variety of interactive and attractive exhibits that are sure to appeal to the WSOP enthusiasts who visit the expo.”

Over 50,000 people attended last year's GLE at the Rio All-Suite Hotel & Casino and visited more than 100 booths from local, national and international vendors. Those who attend this year can expect to find a huge selection of the most recent gaming lifestyle products, cars, liquors and gadgets. The GLE offers guests the opportunity to learn from, experience and purchase the hottest new poker and card playing products available, including apparel, jewelry, books, magazines, art and travel. In addition, there will be celebrity appearances, live entertainment and giveaways.

“Over the past couple of years, we have found that poker players spend ample time outside of gambling during the WSOP and these booths are a great opportunity for vendors to spread the word on their products and services directly to their target markets,” said Le.

The expo is **free and open to the public** (21 and over). The schedule is as follows: July 3-July 6 from 11:00 a.m. – 6:00 p.m. For information regarding exhibit space and sponsorship opportunities, please contact Sharon Wayne at swayne@harrahs.com or at 702-777-2310. For more information on the Gaming Life Expo at the Rio, visit www.harrahs.com/gaminglifeexpo.

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