

BALLY TECHNOLOGIES

CELEBRATING 80 YEARS OF INNOVATION



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In 2012, Bally Technologies celebrates 80 years of innovation. For eight decades, Bally's innovations, people and values have had a real and lasting impact on the global casino gaming industry.

Founded in 1932, Bally is the oldest slot manufacturing company in the world, starting with the invention of the Ballyhoo arcade game and debuting the Bally Baby slot machine four years later. Today, Bally Technologies has evolved into one of the leading suppliers of games, systems and mobile and interactive technologies for the worldwide casino gaming market, with annual revenue of \$758 million in the 2011 fiscal year.

The company maintains more than 25 offices around the world, employing about 2,500 people who represent more than 50 nationalities. With its

global headquarters and more than 1,000 employees in Las Vegas, Bally leads the industry in innovation, winning more than 38 innovation awards for pioneering technologies in the past three years as well as prestigious international awards for customer service and support and for being the most innovative gaming-technology manufacturer.

Bally's innovation-rich history includes being the first gaming company publicly traded on the New York Stock Exchange (1975); introducing the first slot-management system to connect games in a casino and provide slot-accounting and player-tracking data collection (1976); and launching the first multi-denomination wide-area progressive link (1999).

More recently, Bally has been recognized for taking its customer-driven innovation even further with the invention of the Pro Series™ family of cabinets including the iDeck™ touch-screen button deck for slot machines that replaces buttons with a sleek LCD display; and the Pro Series Curve slot cabinet that looks like a traditional spinning-reel game but is really a video slot with a unique, curved display.

Bally is also the only gaming technology company to offer iVIEW Display Manager™ with the Elite Bonus Suite™, a unique solution that provides casinos with picture-in-picture-style networked technology that enables them to offer bonusing and floor-wide gaming on slot machines across casino floors without interrupting game play.

Today more than ever, Bally is laser-focused on creating trailblazing games, mobile applications and interactive solutions that deliver an entertaining experience to casinos' customers.

For 2012, Bally introduces two showcase games: Michael Jackson King of Pop™ and Grease™. These world-class brands take Bally's game portfolio to a whole new level with highly recognized music, a wide range of bonus rounds, themed iDeck interactive features, multi-level progressives, the Pro Series surround-sound chair and the people and imagery that have made these two brands so iconic.

Entertainment is at the heart of the company's new Bally Interactive division, dedicated to offering casino operators mobile and online play-for-free and wager-based games, enabling casinos to provide a powerful experience to their customer whether they are on the casino floor, at home or on the move.

The last 80 years have been an incredible journey for Bally Technologies. Throughout those eight decades, the company has transformed itself several times while never losing focus on its promise to pioneer innovation that entertains and helps casinos operate more efficiently. Connect with Bally on Facebook, Twitter, YouTube and LinkedIn.

