

Aristocrat Technologies Licenses Madonna Brand for New Slot Game
Madonna™ Slot Game to Premiere this October at Global Gaming Expo in Las Vegas

LAS VEGAS (September 12, 2017) – [Aristocrat](#) has licensed the Madonna brand for a new multi-game slot deal, and the company will be causing a commotion when it unveils the first Madonna™ Slot Game this October at Global Gaming Expo (G2E) in Las Vegas.

Since arriving on the Hot 100 with “Holiday” in the week of Oct. 29, 1983, Grammy Award-winning, Rock and Roll Hall of Fame inductee Madonna has earned a total of 57 chart hits, including a record 38 Top 10 singles. Madonna also holds the title of the highest-grossing solo touring female artist in Billboard Boxscore history.

“Aristocrat aggressively pursues the absolute best and most iconic brands to inspire us to create games that help our operator partners give their players the most engaging and entertaining experience possible. There is no bigger name in the history of pop music than Madonna, and we are thrilled to welcome the brand into Aristocrat’s enviable family of licensed product,” said Matt Wilson, Aristocrat’s Managing Director of the Americas.

Each Madonna Slot Game will be themed with its own unique game play, inspired by and including Madonna’s popular hit songs from her most memorable eras.

“We have been diligently working for months to create a slot game that perfectly encapsulates the essence of the Madonna brand, while also bringing an entertaining experience to players fueled by her landmark and groundbreaking music, coupled with video and exciting game play. We are excited to premiere the new Madonna Slot Game at G2E,” said Rich Schneider, Aristocrat’s Chief Product Officer.

Aristocrat’s Madonna Slot Game will be in booth #1141 at G2E.

About Aristocrat

Aristocrat Technologies Inc. is a subsidiary of Aristocrat Leisure Limited (ASX: ALL), a leading global provider of land-based and online gaming solutions. The Company is licensed by more than 200 regulators and its products and services are available in more than 90 countries around the world. Aristocrat offers a diverse range of products and services including electronic gaming machines and casino management systems. For further information, visit the company’s website at www.aristocrat-us.com.

###

Madonna Contact:

Brian Bumbery, BB Gun Press
brian@bbgunpress.com

Aristocrat Contact:

Paul Speirs-Hernandez, Steinbeck Communications
paul@steinbeckcommunications.com