

MAGIC JOHNSON TO SPEAK AT GLOBAL GAMING EXPO

*Hall of Fame Basketball Legend and Successful Entrepreneur to
Address Casino Gaming Industry*

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LAS VEGAS – NBA legend and two-time Hall of Famer Earvin “Magic” Johnson will deliver a keynote address at the largest casino-gaming event in the world, the [Global Gaming Expo](#) (G2E), presented by the American Gaming Association (AGA) and Reed Exhibitions, on Thursday, October 5 at 9:00 a.m.

Johnson will give a 30-minute address that will share how he successfully transitioned from exceptional athlete to business executive, parlaying the skills and tenacity he acquired on the court into a winning formula for successful business ventures. Johnson’s speech will be followed by a 15-minute conversation with American Gaming Association (AGA) President and CEO Geoff Freeman covering his views on the future of sports betting legalization and the possibilities of it being accepted into the mainstream sports industry.

“Magic Johnson’s experience on and off the court has helped shape his successful business career,” **said Freeman**. “I look forward to talking with him about the future of sports betting.”

Registration for G2E 2017 is now open at the following links:

Media Registration: bit.ly/G2E2017MediaApplication

Attendee Registration: g2e2017.com/pressrelease1

Johnson’s bio and headshot can be downloaded for editorial use by [clicking here](#).

New to G2E this year, keynote addresses will take place on the Special Events Stage in Hall D on the Trade Show Floor.

In addition to Johnson’s keynote, G2E 2017 will become the epicenter of debate on the future of sports betting in the United States. Attendees can explore the issue in depth by attending G2E’s seminars on sports betting where experts will discuss an array of issues related to legalizing sports betting, including:

- **Pressure Points: How States Are Readying For a Future with Sports Betting** – *Wednesday, October 4 at 1:30 p.m.* – From introducing “placeholder” bills to amending existing state gaming regulations, the major players at the forefront of legalizing sports betting will take the stage to explore individual states approaches at putting pressure on the federal sports betting ban. This panel will examine which states

have pursued which methods, and how each are readying for a future without the federal sports betting ban.

- **The Business of Sports Betting: Global Perspective on Integrity, Regulation and Opportunity**– *Thursday, October 5 at 10:15 a.m.* – The potential repeal of PAPSA opens the table for pressing discussions about integrity, regulations and opportunities that will emerge if the nearly 25-year federal prohibition of sports betting is removed. Examining the success of established European markets and current iGaming operations in the U.S., a panel of experts will offer predictions on what’s to come if sports betting is legalized across the county.

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About Global Gaming Expo

Global Gaming Expo is “the show” in the casino-entertainment industry, showcasing the technologies, services and products of exhibitors while providing an atmosphere to explore, network, do businesses and learn. G2E offers the most comprehensive look at international gaming, hospitality and innovation.

About AGA

The [American Gaming Association](#) is the premier national trade group representing the \$240 billion U.S. casino industry, which supports 1.7 million jobs in 40 states. AGA members include commercial and tribal casino operators, suppliers and other entities affiliated with the gaming industry. It is the mission of the AGA to be the single most effective champion of the industry, relentlessly protecting against harmful and often misinformed public policies, and paving a path for growth, innovation and reinvestment