



**Contact:**

Ross Ferrar  
Executive Officer  
AGMMA  
PO Box 420, Spit Junction  
NSW 2088 Australia  
Phone: +61 2 9960 0125  
Fax: +61 2 9960 0124  
[www.agmma.com](http://www.agmma.com)  
[info@agmma.com](mailto:info@agmma.com)

## **AGMMA launches “Responsible Gaming Machine Play” leaflet**

*Cairns, Australia – November 14, 2007:* The Australasian Gaming Machine Manufacturers Association (“AGMMA”) today launched its new “Responsible Gaming Machine Play” leaflet, providing free, independent and accurate information about gaming machines in a simple and easy to understand format to assist players to make informed decisions.

Speaking at the National Association for Gambling Studies’ Annual Conference in Cairns, AGMMA’s Executive Officer Ross Ferrar explained the background to this initiative.

“AGMMA’s members have long supported the responsible use of their products and this publication sets out information for people to make informed decisions about playing gaming machines (also known as slots, or poker machines) in casinos, clubs and hotels. A number of myths, superstitions, and false beliefs have circulated about gaming machines over the years - and this leaflet will help put these into perspective”.

The information brochure has been approved by all gaming machine manufacturers who are members of AGMMA. In addition, the research and information it contains has been reviewed by a large number of authoritative individuals and has been checked for accuracy and consistency by independent licensed gaming machine testing laboratories.

The leaflet is available free of charge at [www.agmma.com](http://www.agmma.com) under “Publications”.

Mr Ferrar commented further, “We are certain that the Responsible Gaming Machine Play leaflet will be very helpful for people who enjoy playing gaming machines and other interested parties, as it provides unbiased, independent and accurate information which fully informs readers about how machines operate”.

The “Responsible Gaming Machine Play” leaflet replaces AGMMA’s “Player Information Booklet”, which has been available from AGMMA’s website since July 2000. The booklet has been downloaded around 4,000 times annually by visitors located in Australia and the Asia-Pacific region, the Americas, Europe and Africa.

“Many gaming machine players, researchers, counsellors and even critics have expressed their appreciation of AGMMA’s efforts in providing this information” said Ferrar. “We are pleased to update the booklet to its new concise leaflet format and we believe it will assist any interested observer to understand more clearly how gaming machines actually operate.”



Further information about AGMMA can be found at [www.agmma.com](http://www.agmma.com).

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*AGMMA is a not-for-profit industry association whose members provide technology and equipment to hospitality venues in over 250 jurisdictions around the world.*

*AGMMA's members are Ainsworth Game Technology, Aristocrat Technologies, Aruze Gaming Australia, Global Gaming Industries, IGT (Australia), Konami Australia, and Stargames Corporation.*

*AGMMA hosts and operates the Australasian Gaming Expo and the New Zealand Gaming Expo. For further information contact AGMMA's Executive Officer at [info@agmma.com](mailto:info@agmma.com)*