



## **IGT Wins American Gaming Association’s “Voice Communications Award” for Industry’s First Interactive Annual Report**

**LAS VEGAS – Sept. 26, 2013** –The results are in - IGT changed the game again and the industry took note. Yesterday at the Global Gaming Expo (G2E) [International Game Technology](#) (NYSE: IGT) won the American Gaming Association’s (AGA) Gaming Voice ‘Best 2012 Annual Report’ Award for an interactive annual report – an industry first.

Titled, “Building on Our Momentum,” the best-in-class report is a reflection of the Company’s overall passion for blazing new trails and going where no gaming company has gone before. Prepared for shareholders, investors, analysts and media, IGT’s interactive annual report speaks to the Company’s commitment to delivering unique experiences to all audiences. Investors are no different.

The innovative, interactive annual report works seamlessly across desktops and mobile devices making IGT’s 2012 financial information and vision for the future accessible anytime, anywhere. The results? The annual report received more than 26,000 mobile visits and 2,000 unique page views within the first three months. It was a huge success.

“We are driving innovation and leadership in all facets of this industry and are honored to be awarded by AGA for this industry-first interactive reporting,” said Susan Cartwright, IGT Vice President of Corporate Communications. “Delivering bold new solutions and communications to our operators and gamers, and everyone we do business with reflects the pioneering IGT spirit.”

The AGA Gaming Voice Awards is a major industry honor and the only award program of its kind that recognizes outstanding advertising, public relations, marketing and financial and corporate communications in the gaming-entertainment industry.

For a full look of IGT’s G2E industry-firsts, check out [IGT’s G2E Newsroom](#). Join the conversation at #IGTBlue.

### **IGT Resources:**

- [Like us on Facebook](#)
- [Play DoubleDown Casino Games](#)
- [Like DoubleDown Casino on Facebook](#)
- [Follow us on Twitter](#)



News Release

Page 2 of 2

- [View IGT's YouTube Channel](#)
- [Check out our other Games and Gaming Systems](#)

**About IGT**

[International Game Technology \(NYSE: IGT\)](#) is a global leader in casino gaming entertainment and continues to transform the industry by translating casino player experiences to social, mobile and interactive environments for markets around the world. IGT's acquisition of DoubleDown Interactive provides engaging social casino style entertainment to more than 6 million players monthly. More information about IGT is available at [IGT.com](#) or connect with IGT at [@IGTNews](#) or [facebook.com/IGT](#). Anyone can play at the DoubleDown Casino by visiting <http://apps.facebook.com/doubledowncasino> or [doubledowncasino.com](#)

**Contacts:**

Michelle Schenk  
IGT Public Relations  
1-702-669-8177  
[Michelle.Schenk@IGT.com](mailto:Michelle.Schenk@IGT.com)