



Bally
TECHNOLOGIES®



Safe Harbor Statement

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A 75 Year History of Innovation

- 1932 - Founded in Chicago
 - Ballyhoo Arcade Game
- 1936 - Bally Baby Slot
- 1963 - Developed First Electro-Mechanical Slot Machine
- 1970's - 1st Gaming Company on NYSE
 - Midway Mfg
 - Bally Distributing
- 1980's - Pac Man and Space Invaders
 - Six Flags Theme Parks
 - Lifecycle Exercise
 - Scientific Games
 - MGM Grand LV & Reno
 - Golden Nugget AC
- 1996 - Alliance Gaming Acquires Bally
- 1999 - 1st Multi-Denom WAP
- 2001 through 2004 – Technology Buying Spree that Includes CMP, ACSC, LSI, CMS, MCC, Honeyframe, MindPlay and SDG
- 2004 through 2006 – Technology Integration and Product Line Retooling
- 2006 - Corporate Name Change to Bally Technologies, Inc.
- 2007 - Company Celebrates 75th Anniversary



Total Solutions Provider

	Bally	IGT	WMS	Aristocrat	Atronic	Konami
Video Slots	✓	✓	✓	✓	✓	✓
Reel-Spinning Slots	✓	✓	✓	✓		✓
Class II	✓	✓				
Video Lottery	✓	✓				
Central Determination	✓	✓				
International Games	✓	✓	✓	✓	✓	✓
Wide-Area Progressives	✓	✓	✓	✓	✓	✓
Licensed Titles	✓	✓	✓	✓	✓	✓
Proprietary Poker Games	✓	✓	✓	✓		
AS400 - Based Systems	✓					
Linux - Based Systems	✓					
Windows - Based Systems	✓	✓		✓		✓
Group-Play Games	✓	✓	✓	✓		
Table Game Systems	✓	✓				
Table Game Hardware	✓					
Bonusing Technology	✓	✓		✓		✓
System - Based Games	✓	✓				



2004 – 2006: A Focused Two Years

- Integrated Technology Acquisitions
- Retooled Product Lines
- Common Game Software / Hardware Platforms
- Quality Improvements
 - Hardware
 - Software
- Expanded Internationally
- Strengthened Senior Team:
 - Bob Luciano, CTO
 - Ramesh Srinivasan, Systems
 - Robert Caller, CFO
 - Gavin Isaacs, COO



A Focused Two Years

- Research & Development
 - Significant Increase in Personnel
 - Reorganized Teams
 - Revamped Processes
 - Centers in Las Vegas, Reno, A.C., Pleasanton, Chennai, Bangalore, Nice, Manchester
- Lost \$80 Million!
 - Revamped Products
 - New Directions
 - Investments for Your Future
- But, We Are Very Pleased with the Results



Bally “ON FIRE!”

- Energized Team of People
- Customer Satisfaction Growing
- Great Momentum in Both Systems and Games
- ALPHA OS Platform Stable and Effective
- Product Performance Strong
 - iView
 - Power Bonusing
 - Top Stepper Product
 - Hot Shot Progressive Top Participation Title
- Cabinet Consolidation
- Return to Profitability



Bally ON FIRE!

From the tiny "Bally Baby" reel-spinner that started it all to the current ranking of the best gaming product line Bally has ever introduced, we're honoring our trailblazing past by boldly driving the future of gaming innovation. Experience our dramatic new lineup of advanced gaming and systems products at this year's G2E – including more than 100 unique game titles – as we begin a year-long celebration of 75 years as "The World's Game Maker".



Reel Winners™



ALPHA Elite™ SgE



ALPHA Elite™ V20



ALPHA Elite™ V20/20



ALPHA Elite™ SgC



CineVision™



ALPHA Elite™ V32



Millionaire Sevens™

The World's
No. 1 Gaming
Systems Company



Bally SMS
SLOT MANAGEMENT SYSTEMS

Bally CMS
CASINO MANAGEMENT SYSTEMS

Bally TMS
TABLE MANAGEMENT SYSTEMS



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Three Main Business Drivers

1. GAMING SALES

- Domestic, International, Class III, Class II, VLT

2. GAMING OPERATIONS

- Wide Area, Daily Fee

3. SYSTEMS

- Software, Hardware, Services



Recent Success - Gaming

- CineVision = 25-40% Game Uplift
- Consistent Improvement in Percent of Floor
- Wynn Las Vegas – 20%
- Gulf Coast – Tripled Floor Average
- MGM Mirage – 30% of TITO Replacements
- Large Multi Property Casino Company – Largest Buyer of Bally Over Past 12 Months
- Gulf Stream – 25%
- Pennsylvania and Florida -1 7%
- French Lick – 25%
- Oregon: 100% of New 2,300 Machine RFP Order



Gaming Operations Update

- 6115 Premium Daily Fee and WAP Games at 12/31/06 up 5044 from 12/31/05
- 1600 Hot Shots Games Deployed at 1/31/07. Most Successful in Bally History
- 2100 Games at Yonkers, Growing to 2800. 5600 total NY Games. 50% share
- 2600 Games in Mexico, with another 900 on order
- 75% Market Share in Washington



No. 1 Gaming Systems Company

- Undisputed World Leader
 - More Than 350,000 Machines Connected Worldwide
 - 652 Gaming Locations Worldwide
 - More Than 224,000 eTICKET™ Slot Machines
 - More Than 188 Locations Running eTICKET
 - 31,000 Class II and Central Determined
 - 18 of 25 Largest U.S. Casinos
- Product Line Offers Slot Machine Cash Monitoring, Cashless, Accounting, Security, Maintenance, Marketing and Promotional and Bonusing Capabilities



No. 1 Gaming Systems Company

- 18 of the Top 25 U.S. Casinos Including:
 - Foxwoods – 7,217 Slots
 - Mohegan Sun – 6,198
 - Pearl River Resort – 5,066
 - Lincoln Park – 4,752
 - Seneca Niagara Falls – 4,280
 - Mystic Lake – 3,776
 - Trump Taj Mahal – 3,772
 - Harrah's Atlantic City – 3,738
 - Harrah's Cherokee – 3,401
 - Showboat AC – 3,399
 - Borgata – 4,068
- Largest Corporation (Harrah's Ent.)
- International Growth
 - Codere
 - Martinez
 - Casinos Austria



Recent Success - Systems

- Boyd Gaming Corporation (Including Coast Properties)
- Harrah's Entertainment (Caesars and Horseshoe Conversions)
- Philadelphia Park
- Penn National
- Chukchansi Gold (iVIEW, Bonusing)
- Seminole Tribe of Florida
- French Lick Resort
- Borgata (iVIEW, Bonusing)
- Mohegan Sun at Pocono Downs
- Kiowa Casino
- Lincoln Park
- Gulfstream Park
- Nisqually Red Wind Casino
- Grand Sierra Resort
- Greektown (iVIEW, Bonusing)
- New York Racetracks (Tioga and Vernon Downs)
- Stratosphere
- Martinez Group – Chile
- Codere Group – Mexico
- Galaxy Group - Macau



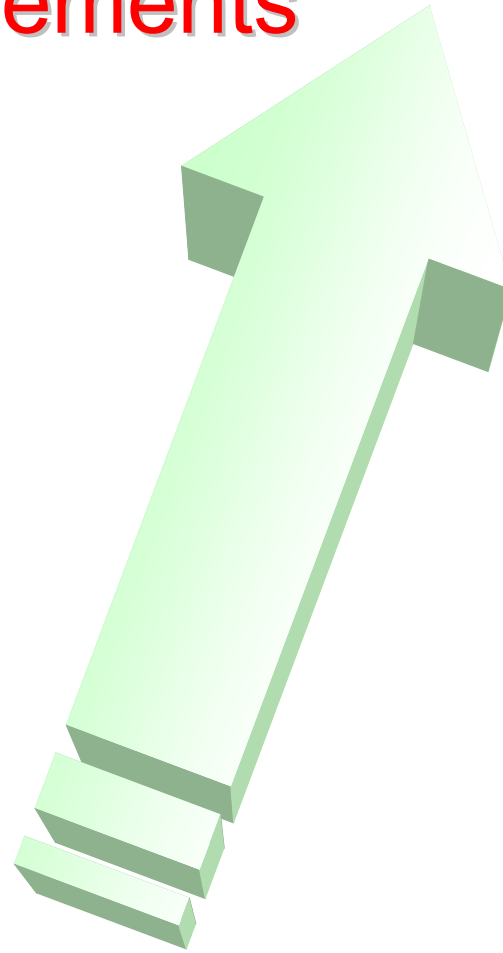
Systems Business Health

- Strong Recurring Revenue Base
- Large Client List for Upgrades, Expansions and New Products
- 42,000 iViews Sold
- Power Bonusing Products
- Revenue Up 50% CY 06 versus 05
- Strong Sales Pipelines



Major Systems Improvements

- Modernizing System Architecture
- Growth of India Center
- Strengthening of U.S. Team
- Sales Wins to Losses Ratio
- Product Road Maps Established
- Version Release Process
- TableView Product Focus
- iVIEW as a Casino Standard
- Slot Floor Simulator
- Improved Customer Service
- Services Business Growth
- Better Support of Macau
- Universal Card Design





Server Based Gaming

- Evolving Technology
 - iVIEW Used to Interact with Players
 - Peripheral / Configuration Management
 - Game Personality Downloads
- Entire ALPHA Product Line is Download Capable
- Driving GSA Open Industry Standards
- The Bally Advantage
 - Strong Systems Expertise
 - Leader in Central Determination Games
 - Valuable IP

Bally Live™

Downloadable and
Server-Based Gaming





Market Opportunities Next 24 Months

- Stepper Replacement market
- Video New to Bally
- Conversions
- Market Share Gains
- Market Growth
 - Pennsylvania
 - Florida
 - New York Aqueduct
 - California
 - Washington
 - Oklahoma
 - Las Vegas
 - Atlantic City
- New International Markets
 - Macau
 - South Africa
 - Australia



Investment Risks

- Execution Risk
- Competition
- Intellectual Property
 - Both a risk and an opportunity



Investment Opportunity

- Cost Leverage
- New Game Product Performance
- Stepper Replacement Market
- Video Success
- Growing Recurring Revenues
 - Hot Shots
 - N.Y.
 - Mexico
 - Systems
- Systems Strength
- Market Opportunities



THANK YOU