

## **Ticonderoga Ventures, Inc. Announces Gaming Marketing Conference / Casino Affiliate Convention To Be Held October 3-4 In Las Vegas**

For Immediate Release

NEW YORK/EWORLDWIRE/Sep. 21, 2004 --- Ticonderoga Ventures, Inc. announces the Gaming Marketing Conference and the Casino Affiliate Convention will be held on October 3-4, 2004 in Las Vegas at the Excalibur Hotel and Casino.

The event will cover marketing and advertising for the casino and sportsbook industry, and it is scheduled concurrently with the 4th Casino Affiliate Convention ( <http://www.CasinoAffiliateConvention.com> ), covering online casino and sportsbook marketing and advertising.

The keynote speaker is Bruce Gilliat (CEO of Alexa). He will discuss Alexa's rating system for use with evaluating online gaming sites.

Also speaking is Barrett Lyon (Chief Technology Officer at Prolexic Technologies) who will discuss ways to avoid Denial of Service (DOS) attacks. DOS attacks have plagued the industry over the last year.

Another notable speaker is Oscar Nieboer (Managing Director at VirginGames.com). Mr. Nieboer will describe the success of the summer 2004 product launch of VirginGames.com and changes the company plans to make with its gambling destination site.

Both Michael Corfman (CEO of Casino City/Casino Promote) and David Carruthers (CEO of BetOnSports.com) will discuss legal aspects of the industry. Mr. Carruthers will provide insight to the "Right to Wager" campaign, and Mr. Corfman will discuss the recent suit against the U.S. Department of Justice concerning the 1st Amendment right to advertise online casinos and sportsbooks.

Other speakers at this event will be executives from companies such as:

- Casino Coins
- Conducive Corp
- AWCOR, Inc.
- MediusCorp.com
- Empire Poker
- Artisan Creative
- Blackfoot Inc.
- VirginGames.com
- RJ Lauren
- Atlas DMT
- Hitwise
- BettingMedia.com
- Sports Databases
- SportsDirect Inc / Covers.com
- Traffic Mentor
- Did-it.com
- Integrity Casino Guide
- Orient Gaming
- GamesAndCasino.com

Each will speak objectively about increasing internet traffic and conversion rates for both online casinos and online sportsbooks.

The event will have the largest attendance in its history.

For more information, please visit the website ( <http://www.CasinoAffiliateConvention.com> ) or contact:

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**KEYWORDS:** conference, convention, expo, event, marketing, internet, online, online casino, online sportsbook, casino, gambling, advertising, las vegas, bet on sports, betonsports, affiliate marketing, casino advertising, e-mail, email, search engine, pay per click, revenue share, operator, owner, portal, traffic, conversion, Excalibur, 1st Amendment, first amendment, right to wager, prolexic

**SOURCE:** Ticonderoga Ventures, Inc.