Madison, WI – January 26, 2009 – Today, Leonardo Academy, an ANSI-Accredited Standards Developer, announced a call for applications for the Standards Committee that will work to develop a sustainability standard for the gaming industry. Individuals and organizations along the entire supply and delivery chain for gaming products and services—including suppliers of goods and services to gaming companies and organizations and their operations, end-users, government representatives, consumer groups, environmental organizations, NGOs, labor groups and representatives—and other interested parties that would like to contribute to the Committee work and have an interest in sustainability issues are encouraged to apply.

The Sustainable Gaming Standard (LEO 8000-200x) is being developed under the rules of the American National Standards Institute (ANSI). The goal of this initiative is to help the gaming industry identify and communicate the sustainability parameters of their products and services and to allow industry purchasers to identify their sustainability preferences when purchasing gaming equipment and services. The standard development committee will be charged with developing a comprehensive framework and common set of sustainability metrics that assess environmental, social, and economic performance at all levels of the gaming industry supply and delivery chain and encourage continuous improvement in overall sustainability performance. Key components to be explored in the standard development process include energy use and emission reductions, as well as the procurement and use of more sustainable materials throughout the supply chain.

Leonardo Academy has been working with Eric Hansel, EGM Green, since Fall 2008 to increase awareness of the sustainable gaming standard. Michael Arny, President of Leonardo Academy, said, “This voluntary standard, and other voluntary standards that Leonardo Academy is developing through ANSI, will engage the competitive market in driving the development of a green economy and bringing sustainability to new market sectors. Additionally, voluntary standards are important tools for driving change because they allow stakeholders from all levels of interest to get engaged in the standard development process.”

In addition to participating on the standard development committee, interested parties can get engaged with a subcommittee, make a financial donation to support the development of this standard, or make a commitment to use the final standard to document the sustainability parameters of their products or services or to call out the preferred sustainability profiles of the products and services they purchase. It is anticipated that a draft final standard will be available for public comment by August 2009.

Applications for the Standards Committee are available on the Leonardo Academy website (http://www.leonardoacademy.org/Projects/SustainableGaming.html). For more information, contact Michael Arny or Amanda Raster (michaelarny@leonardoacademy.org, amanda@leonardoacademy.org, 608-280-0255) at Leonardo Academy.

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About EGM Green – Founded by Eric Hansel in 2007, EGM Green designs and manufactures the world’s only eco-friendly casino tables and furniture and provides LEED services and green consulting for casinos, hotels, spas and homes. Eric has used his knowledge of the gaming
industry, as well as his long-term sales and marketing background, to bring large-scale sustainability to the casino industry. Eric has formed a multi-disciplinary team whose goal is to increase the energy efficiency of slot machines by 50% within five years. Eric is also a board member for his local branch of the United States Green Building Council (USGBC), a business counselor for Service Core of Retired Executives (SCORE) and serves on the ethics committee for the WPA (World Poker Association). In addition, Eric writes for many trade publications and produces a monthly article on Green Gaming for Casino Journal.