

Gaming Marketing Conference / Casino Affiliate Convention To Be Held September 14-15 In Las Vegas

FOR IMMEDIATE RELEASE

NEW YORK/EWORLDWIRE/Sep. 2, 2003 --- Ticonderoga Ventures, Inc. announces the Gaming Marketing Conference / Casino Affiliate Convention (<http://www.CasinoAffiliateConvention.com>) to be held on September 14-15, 2002 in the city of Las Vegas at the Stardust Resort & Casino.

The Casino Affiliate Convention - Las Vegas event covers the marketing and advertising of an online casino and sportsbook. Topics include: search engine advertising, affiliate marketing, pay per click keyword strategies, e-mail marketing, magazine advertising, metrics, demographics, skill play games and other subjects that deal with increasing web traffic and conversion rates.

Speakers at this event include executives from companies such as FindWhat.com, Evaliant Services, Kanoodle.com, Overture, eSpotting, Ah-ha.com, Trados Enterprise Solutions, KLD Media, eClipsicom Media, Sitewire, SINA.com, Orient Gaming, Casinomeister, CTN Magazine, Silverpop Systems, SEO Placement, Traffic Mentor, William Hill, The Sports Network, Sportsbook.com, iMarketing News, Golden Palace, CasinoAffiliatePrograms.com and IntegrityCasinoGuide.com. Each will speak objectively about increasing internet traffic and conversion rates for both online casinos and online sportsbooks.

The keynote speaker is Charles Buchwalter, Vice President of Analytics at Nielsen/Netratings. He will discuss online demographics.

In addition, there will also be a special presentation by David Carruthers, CEO of BetOnSports.com concerning the future of the online sportsbook industry.

For more information, please visit the website (<http://www.cac2003.com>) or contact:

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Casino Affiliate Convention, L.D.C.

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