

ATEI: A pageant of entertainment innovations

From January 24 to 26, 2006 MERKUR GAMING will present the European product range in London

Espelkamp/London. „Not even four weeks after the end of the furioso at the leading Eastern European trade show EELEX (Moscow) in December 2005 MERKUR GAMING starts the new year with a grandioso – a pageant of entertainment innovations. For the time being, London has turned into the Mecca of the entertainment industry and the eyes of the European customers are on the new offers of the manufacturers at the beginning of the year. The MERKUR GAMING product range will convince customers and thus pave the way for a successful business year,“ says Rolf Klug, member of the board of Gauselmann AG, about the trade show presentation at the ATEI in London soon to begin.

MERKUR GAMING, responsible for Europe-wide sales of the Merkur products under the umbrella of MERKUR INTERNATIONAL, will be showing a representative cross-section of the innovative Gauselmann product range in London including absolute newcomers and trade show highlights. „In the last 12 months we pooled all our forces, invested heavily in product development, and together with our partners worked ardently on our new brand profile. The result is impressive, and I am confident that our customers will love our innovative modern electronic entertainment offer,“ says Axel Pawlas, managing director of MERKUR GAMING.

On two floors with a total exhibition space of 240 sqm MERKUR GAMING will present innovations from eight different product categories: AWP / casino machines for the European market, roulette machines, touchscreen products, kids' entertainment, internet-based systems, cash-handling systems, and for the

first time at one of the leading European trade shows sports betting. „Using our strength to the benefit of the customers is the basic principle behind ‚one stop shopping,‘“ explains Axel Pawlas.

Next to innovative AWP machines and casino gaming systems geared to the Russian market products for the Hungarian, Czech, Polish, and Italian target markets will be displayed. On show for the first time will be products for the Italian market featuring an unique and successful LED-technology that offers every advantage to the operators. It is highly attractive and thanks to low energy consumption, low heat emissions and a significantly higher life of the LEDs the total operating costs will be dramatically reduced by almost 50 %. „Merkur Diamond Casino“ is a product specially targeted at Hungarian customers. The top-notch innovation is so impressive because it optimally combines gaming system and special features. A dynamically growing portfolio is available for the Czech market – the cooperation with the Czech partner company SYNOT W, a.s. yields plenty of fruits.

„Space Copter,“ a simulator for kids, will make its trade show debut in London. It was specifically developed for the kids` generation under 12 years and once the launched „Space Copter“ will allow the kids to travel above the clouds including the opportunity of gathering MERKUR-sun bonus points which can be entered into the high score. According to Ulli Künnecke, responsible for MERKUR GAMING’s kids’ entertainment segment, it is „a game that requires high concentration, skill and fast reaction of the young stars and in addition offers plenty of fun.“

However, this will not be the only debut: MERKUR GAMING will present the innovative Cashpoint betting terminal for the first time in London. Betting fans will find an attractive range of topical sports bets. If a player risks several bets at a time or if he places several wagers „Merkur BestBet“ will reward him with an „Xtreme Bonus“ – an attractive risk

premium. „Mercur BestBet“ is a member of the Cashpoint sports betting family.

The brand new multiplayer „Blue Power“ for the Dutch market and the unique „Mercur Roulette,“ which offers highest ease of use and outstanding design complete the London presentation. „Lucky Wheel“ with its vertically mounted roulette wheel and its attractive LED running lights is still unrivalled. The design as such is an eye-catcher for any entertainment center. In an European setting „Lucky Wheel“ still receives much kudos for being extremely flexible and for allowing easy customization. Additional products displayed at the booth come from the Internet, Touchscreen and Cash-Handling System segments of Gauselmann subsidiary GeWeTe.

„The powerful innovative capability of the leading European manufacturer, the Gauselmann group, allows us to offer our customers a full product range covering all facets of cutting-edge electronic entertainment,“ explains Rolf Klug. All products are manufactured in the adp production plant in Luebbecke/ Germany and meet highest quality management and gaming fun standards. We are the only German company of the entertainment machine industry to be certified according to DIN ISO 9001:2000. The Gauselmann group currently employs 5,650 people, 1,250 of them outside of Germany. In the fiscal year 2005 the group generated sales of almost EUR 690 million (2004: EUR 670 million). 40 percent of the consolidated sales were generated abroad.

We look forward to welcoming you at the MERKUR GAMING stand 620 in London.