

Successful start into the new year of MERKUR GAMING entertainment innovations

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London/Espelkamp/Luebecke. After the ATEI (Amusement Trade Exhibition International) in London from January 24 to 26, 2006 MERKUR GAMING reported a brilliant start to the new year with a pageant of innovations.

At the 62nd ATEI in the sublime exhibition pavilions in the center of London, Earls Court, MERKUR GAMING fully convinced the international experts with their all in all eight product categories. „We were rewarded with a very strong start to the new year, which makes us optimistic for the rest of the business year“ said Axel Pawlas, managing director of MERKUR GAMING, very pleased after the excellent trade fair participation in London.

Like at the EELEX in Moscow MERKUR GAMING's „one stop shopping“ was the focus of customer attention also at the English trade show of superlatives.

MERKUR GAMING's more than 240 sqm exhibition space on two floors was a must for all visitors during the three day trade show. The stand was not only a visual highlight concerning appearance and design, but MERKUR GAMING also presented attractive, innovative and brand-new products from the fields of AWP/casino machines for the European market, roulette machines, touchscreen products, kids' entertainment, internet systems, cash-handling systems, and sports betting. „Actually, we did not expect so many visitors. The products were always surrounded by a buzzing crowd of customers and visitors alike.

And our games met with overwhelming echo and interest," so Axel Pawlas' summary. Ultimately, it exceeded all our expectations by far.

„Our ‚one stop shopping‘ principle in combination with our innovative products and premieres was extremely well accepted. This was also clearly reflected in our contract negotiations. We are not only happy about the steady flow of incoming orders, but also about the many new projects that were triggered and started," explains Hartmut Sanger, who is in charge of Sales.

Not only new customers were thrilled about the fresh impetus provided by MERKUR GAMING with their attractive and diverse new product range and the ‚one stop shopping‘ concept, but our current customers, too. The many new products such as Cashpoint betting terminals are captivating and made the trade show participation a resounding success. The expert audience had the impressive opportunity to gain an insight into the attractive range of state-of-the-art sports betting and to learn about the numerous features offered by the betting terminals.

Other products that debuted at the MERKUR GAMING stand were „BLUE POWER," a multi-player for the Dutch market, and the products for the Italian market now boasting an exemplary and successful LED technology. Next to innovative AWP machines and casino gaming systems geared to the Russian market, the latest products for the Hungarian, Czech, and Polish markets were on display. The Hungarian customers were in raptures about "Merkur Diamond Casino" because the machine offers an optimum mix of gaming system and special features.

„The next best thing to flying!" – Based on the feedback of the customers at the ATEI, children everywhere in the world will very soon be able to enjoy a virtual trip through the clouds in the „Space Copter." The kids' simulator premiered successfully and was one of the absolute highlights at the

stand in the kids' entertainment range. It was specifically developed for the under 12 kids' generation and requires high concentration, skill, and fast reaction of the youngsters, but simultaneously offers plenty of fun. Another highlight was the presentation of a „gaming island.“ The platform was shown for the first time and fascinated the experts not only because of the blue LED lights, but also because it allows the combined presentation of diverse entertainment machines for kids, such as Kiddie Rides.

The comprehensive product portfolio was rounded off by the unique „Merkur Roulette“ and the highly attractive „Lucky Wheel“ with its vertically mounted roulette wheel and its striking LED running lights and unrivalled ease of use and design. The entire range of innovative cash-handling and payment systems with their high safety standards and cutting-edge technology and the enthusiasm for Easy Net Space completed the exhibits. The popular futuristic internet terminal allows to surf the world wide web undisturbed and in a pleasant ambiance.

„As the leading European manufacturer we once again demonstrated the concentrated innovation powers of our company to convince customers from everywhere in the world – from the Middle East to Scandinavia, from South America to Spain and Russia“, explains Rolf Klug, Member of the Board of Gauselmann AG.

Our customers trust in the MERKUR GAMING products also because of the legendary „Gauselmann–Quality“ backed by the TÜV certification of DIN EN ISO 9001:2000. All our products are manufactured in the adp production plant in Luebbecke, Germany, and we are the only company in the amusement industry to have this important certification in Germany so that we can warrant highest quality.

„Keeping our finger on the pulse is our objective. Our qualified developers continuously work on setting new trends

to be able to attract new customers and to offer our customers only the best and the most innovative," says Rolf Klug.

The Gauselmann Group currently employs 5,625 people, 1,231 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.