

Expansion in the sign of the MERKUR sun: – Inauguration of 50th MERKUR CASINO in Europe

Successful entertainment in Prague's most fashionable shopping center 'Novoplaza'

ESPELKAMP/PRAGUE. In the latest and most fashionable shopping center in the Czech capital Prague there were two reasons to celebrate at the end of April: the official inauguration of the new MERKUR CASINO – one in six based in the cultural metropolis at the river Vltava. In addition, Merkur Casino can undeniably take extremely positive stock on the occasion of this inauguration. The MERKUR CASINO in the Novoplaza is exactly the 50th site in Europe which will from now on be operated under the well-known and popular lucky symbol of the MERKUR sun.

On a surface of more than 500 sqm the new MERKUR CASINO offers patrons first class entertainment. The innovative product offer is consistently oriented to high-quality casino flair and is in perfect harmony with the impressive cosmic scenery. The first so-called 'cosmic concept' had its debut only some months ago in Budapest. The feeling of being part of 'the endless expanses of our galaxy' thanks to the aesthetically designed interior met with great enthusiasm of both the Hungarian and the Czech patrons.

A total of five people staff this 'planet of winnings,' a name coined by the patrons of the new MERKUR CASINO, almost non-stop. Almost 60 gaming machines including three electronic Roulette Tables underline the characteristic and innovative design concept of this first-class entertainment center.

MERKUR CASINO is a subsidiary of the Gauselmann group that became well-known in its pursuit of entertaining people, since

today the MERKUR sun is one of the best-known and most popular lucky symbols.

For more than 30 years the arcades operated under the friendly smiling MERKUR sun have been a guarantee for innovative and state-of-the-art leisure time fun in Europe. Today, the family-managed Gauselmann group, based in Espelkamp in the German Federal State of North Rhine-Westphalia operates more than 240 'high-tech-gaming sites' in Europe. In the fiscal year 2005 the group revenues amounted to EUR 688.2m. Currently, more than 5,600 people, including 600 gaming developers worldwide, work for the Gauselmann group, the only company in the German coin-operated entertainment machines industry to be certified according to ISO DIN 9001:2000.

The Gauselmann group combines the international brands MERKUR GAMING and MERKUR CASINO under the umbrella MERKUR INTERNATIONAL.

Concerning sales the product range of the group based in East-Westphalia/Germany is represented by MERKUR GAMING. In the operating field MERKUR CASINO benefits from more than 30 years experience as the operator of the most successful chain of arcades in Germany – Merkur-Spielothek. Not only well-trained staff with a high willingness to offer excellent service, a product management consistently geared to the audience, and an exciting, event-oriented ambiance, but also target-group oriented marketing, innovative capabilities, and creativity form part of the decisive factors, on which the uniqueness of the MERKUR CASINOs in Europe is based.