

MERKUR GAMING presents a host of new products at the FER Interazar 2006 in Madrid from 27 to 29 September and celebrates 10 years successful cooperation with Sente S.A.

MADRID/LÜBBECKE. At the Spanish trade show FER Interazar in Madrid from 27 to 29 September MERKUR GAMING exhibited again a multitude of attractive AWP machines and entertainment innovations.

In addition, there was a certain reason to celebrate: the two companies Sente S.A. and Gauselmann can now look back to a decade of successful joint marketing, development and selling of AWP machines in Spain. At the time, the partnership was initiated by Michael Gauselmann, who had established the first contacts with Felix Hernán.

When "Cashline" was launched, which rapidly conquered the Spanish market with its revolutionary club game, the business cooperation of the Gauselmann Group and Sente S.A. started. To date, Felix Hernán and his team have sold more than 50.000 Gauselmann products in Spain. This joint success under the umbrella of the Merkur sun is mainly the result of a close cooperation and partnership of the two companies that very recently was also extended to the field of development.

All this goes hand in hand with the impressive trade show presentations of the Spanish partner, both at the autumn trade shows in Madrid and the spring trade shows in Torremolinos and

Malaga, where the Gauselmann product innovations are always presented. That is why the visitors of this years trade show were again eager to see the many new developments “made by Gauselmann.”

One among many other novelties to be presented by Sente S.A was the AWP machine “Volcano Magic.” This is the successor product to the “Magic Sphinx“, that is well known for many years and features an enhanced gaming system and now also comes with the appealing LED technology.

Even in spring the operators were enthusiastic about the latest generation of AWP machines with LED technology such as “Cashline Platino“ and “Magic Sphinx.“ The advantages of the LED technology are higher customer loyalty due to effective light effects as well as economy advantages to a lower power consumption. Felix Hernán from Sente S.A. and Klaus Schwerbrock from MERKUR GAMING are confident that “the new LED machine generation will prolong the success of the previous years.“

However, Sente S.A. not only offers AWP machines but also the attractive MERKUR GAMING jackpot systems.

Furthermore, the entertainment machines of the comprehensive MERKUR GAMING product portfolio were shown together with several Spanish partners. The successful simulators for the computer kids generation such as the Space Car Simulator, the Space Bike Simulator, and the new Space Copter Simulator were presented at the stand of the partner MGA. While the partner INTERIBI exclusively presented various Disney Kiddie Rides.

Entertainment machines such as Merkur Trendy as compact and as upright version were on display at the joint trade show stand of MERKUR GAMING “COMMERCIAL CINCO“, the new partner for Merkur Trendy Touch Screens in Madrid. The new platform of the Trendy “NO LIMIT“ is based on cutting-edge technology. The high-end processor of „NO LIMIT“ allows faster gaming

sequences and the user-friendly interface makes navigation easier for the players.

The Internet terminal „Easy Net Space“ by Gauselmann was also on exhibit, which not only features state-of-the-art technology but also offers the players 100 percent private sphere. The product range was completed by the popular „Air Hockey Typhoon“, which as always attracted plenty of attention of the audience.

All Spanish products „made by Gauselmann“ are manufactured exclusively in the adp production plant in Lübbecke, Germany. The many decades of market experience of the Gauselmann Group and the certification according to DIN EN ISO 9001:2000 are guarantors for highest quality.

Under the umbrella of MERKUR INTERNATIONAL, MERKUR GAMING is responsible for the Europe-wide sales of MERKUR within the globally active Gauselmann Group. In 2005 the compound business volume of the Gauselmann Group companies totaled EUR 1.004b, with fully consolidated revenues of EUR 688.2m. At the end of the fiscal year 2005 the headcount of the company was 5,638 worldwide and ever since its inception it has sold more than 2 million gaming products worldwide.