

MERKUR GAMING at the 2006 trade show in Rome

MERKUR GAMING "Molto bene in bella Italia"

Rom/Lübbecke. What's possible when closely cooperating with a local partner was proved once again at the ENADA trade show in Rome from 12 to 15 October. The outcome for MERKUR GAMING and their partner "International Games Trade" (IGT) from San Marino was outstanding. "Like in Bologna in September, Rome, too, confirmed the excellent acceptance of the reel machines by our customers," thus Axel F. Pawlas, CSO of MERKUR GAMING, was more than satisfied. "MERKUR GAMING is currently still the only manufacturer to continuously develop new reel machines for Italy."

MERKUR GAMING also presented the brand new machines "Sphinx Diamante" and "Lucky Cash Diamante", both with cutting-edge LED or multicolor technology. They are enhancements of the successful products "Sphinx Gold" and "Lucky Cash." Thanks to the unique and manifold light effects the innovative multicolor technology attracts more attention by the players. But the new technology is also convincing for its cost savings thanks to the lower power consumption and the long life of the diodes and the associated reduced maintenance effort.

For Alberto Stolfi from International Games Trade the success at the trade show in Rome is a logical consequence of the permanent market cultivation and enhancement of the machines: "the steadily growing demand for the 'Sphinx Gold', the 'Lucky Cash' and even the 'Dice Master' shows that the market is convinced of the reel machines and the competence provided by the Gauselmann Group. With the novel LED technology we will be able to lift the success of the current products to an even higher level!"

The MERKUR GAMING customers realized again, it is the right time to invest in the range of MERKUR machines. MERKUR GAMING is well prepared even for potential legislation amendments. In such cases the relevant conversion kits would be offered so that the investments of operators are 100 percent safe.

In kids' entertainment sector MERKUR GAMING together with their Italian partner SMILE also had a successful trade show participation. Of the comprehensive MERKUR GAMING product portfolio "Donald Boat" a favorite among the Disney Kiddie Rides as well as "Space Car Simulator" for the computer kids generation were on exhibit at the ENADA in Rome.

Under the umbrella of Merkur International MERKUR GAMING is responsible for the Europe-wide sales of the internationally active Gauselmann Group. In 2005, the total business volume of all Gauselmann Group companies amounted to EUR 1.004b, with fully consolidated revenues of EUR 688.2m. At the end of the fiscal year 2005 the company employed 5,638 people worldwide and has sold approximately 2 million gaming products around the globe since its establishment. More than 500 game developers worldwide work on gaming designs, mathematics, graphics, and quality management and thus underline the innovative capabilities and the competence of the Gauselmann Group.