

Expansion in the sign of the MERKUR sun

Six new MERKUR CASINO entertainment centers in Europe—gaming arcades “made by Gauselmann” continue successful expansion course also in 2008

Espelkamp – The Gauselmann Group looks confidently also to the other EU-markets such as Czech Republic, Hungary, Romania and the neighboring alpine Republic of Austria. The arcades of the Espelkamp-based company that are operated under the name of “MERKUR CASINO” or “MERKUR SPIELO” (Hungary) are favorites of the target customers. Apart from the extremely well trained and service-oriented staff the basis of the success of the continuously growing number of entertainment centers are prime locations, an innovative product portfolio that has the finger on the pulse and in addition modern, creative interior design concepts such as “Planet,” “New York,” and “Factory” that are unrivalled and are met with excellent feedback of the players. Target-group oriented marketing is just as important and differentiates MERKUR CASINO distinctly from its competitors.

Romania: The MERKUR sun at the foot of the Carpathian mountains

Since the beginning of October, the Merkur sun has started shining in the city of Brasov-population 280,000. In the recently opened arcade, MERKUR CASINO presents ultra-modern roulette and AWP gaming machines, and especially the Atronic Cashfever is very popular. The new entertainment center is located in direct vicinity to the municipal amusement park. The interior design imitates a rustic skiing cabin and is thus perfectly integrated into the environment. Brasov is situated in the region of Transylvania, at the foot of the Carpathian mountains, some three hours drive from the capital Bucharest.

Another arcade, at the southern foot of the Carpathians in Ploiesti, was opened at the beginning of 2008. Ploiesti is a modern industrial city, about 60 kilometers from Bucharest, and is with 300,000 inhabitants one of the biggest cities in Romania. On a surface of 510 sqm the new entertainment center offers patrons around the clock ideal entertainment possibilities with 53 gaming machines, one Atronic Cashfever, and two roulette tables.

In both cities MERKUR CASINO uses an illuminated road-signage system to show patrons day and night the shortest way to their new arcades.

The friendly smiling MERKUR sun now no longer only beams in the capital of Bucharest and in Constanza at the Black Sea, but also in Ploiesti and Brasov at the foot of the Carpathians.

Hungary: Pure entertainment in the four country region

The first arcade in Hungary was opened in 1996, at the time still under the name of MERKUR SPIELOTHEK. Today, the MERKUR sun, a world-famous symbol of luck is shining above the entrance doors of numerous first class entertainment centers. On November 21. 2007 another MERKUR SPIELO started operation in Hungary in the city of Nyiregyháza that counts 120,000 inhabitants. The 7th largest city is located in the North East of the country and borders the three neighboring countries Slovakia, Romania, and Ukraine. Around the clock, eight perfectly trained staff look after the well-being of the players. The attractive product portfolio also includes 11 modern poker machines and two roulettes. In total, 42 machines provide gaming highlights on 400 square meters.

Similar to the arcades Arkad in Budapest with "Planet" and in Győr with "New York" a special interior design variant was selected. A typical theme in this region is horse racing, which was taken up and used in the design of rustic ambiance

of the entertainment center.

Many of the MERKUR SPIELO locations in Hungary are operated in the capital of Budapest. Other Merkur entertainment centers are located in Győr, Debrecen, Székesfehévár, Kecskemét, Sopron, and most recently now also in Nyíregyháza.

Austria: The MERKUR sun shines in Vienna's Prater

MERKUR CASINO is also celebrating its debut in Austria! The first arcade in Vienna-of course in a prime location in the world famous amusement park quarter Prater—opened its doors on December 1, 2007 with a successful midnight event. A gaming surface of 460 square meters provides players with first class entertainment. The friendly 12 staff Merkur service team focuses on catering to absolutely every wish and whim of the patrons; it is not without reason that the motto of MERKUR CASINO is: “We offer more. “

In view of the strategic expansion activity, the opening in Vienna is to be considered a milestone in the growing history of MERKUR CASINO.

Czech republic: MERKUR CASINOS are setting trends

In November, even two more MERKUR CASINOS were inaugurated in the Czech Republic. With a surface of 350 square meters the successful subsidiary of the Gauselmann Group has now the eighth location in Prague, in the Pankrac quarter. 37 modern AWP machines offer first class entertainment. A staff of five ensures 24/7 non stop opening hours. Pankrac is located in the 4th district of Prague, south of the city center in the Nusle valley. The face of this quarter, in the direct vicinity of the arcade is characterized, by modern office buildings.

The second new MERKUR CASINO saw its opening on November 22 in the new “Bondy” shopping center in Mlada Boleslav, 60 kilometers northeast of Prague. It is the second location in this city, where among others the headquarters of Skoda is

based.

Nine service staff are responsible for a 500 square meter gaming surface with 30 strong Casino entertainment machines including electronic roulette. The colorful interior design once again sets fresh accents and starts new trends in the arcade scene.

The Czech Republic proved an extremely promising market for the expansion strategy of the Gauselmann Group. Today, many MERKUR suns are shining in our European neighboring country.

The Gauselmann Group that proudly looked back to its 50 year old history in 2007 currently operates a total of 270 entertainment centers in all of Europe. In FY 2006 the family-managed Group generated aggregate consolidated revenues of more than EUR 1 billion. The Gauselmann Group employs more than 5,500 people worldwide and is the only company in the German amusement machine industry to be certified according to ISO DIN EN 9001:2000. The friendly smiling MERKUR sun has meanwhile become of symbol of luck and much appreciated guarantee for innovative leisure time culture.