

# The successful Novomatic reel AWP's in the Czech market

Over 1000 Always Hot, Burning Hot, Ultra Hot machines sold at the Prague show



After the sweeping success of the Always Hot three-reel slot machine at the Svet Zabavy 2001 in Prague, Novomatic Group of Companies and its subsidiaries Austrian Gaming Industries (AGI) and European Data Project (EDP) proved at this year's World of Entertainment held from 25.-27. April in Prague that the game can be faster, hotter and more exciting yet: A phenomenal total of 1000 machines sold of the sensational new editions of Always Hot, the already much in demand Burning Hot and the brand-new Ultra Hot reel machines. This is a clear reflection of the trend of the Czech AWP market towards cutting-edge reel machines from Novomatic, says AGI AWP-Salesmanager Udo Nickel in an overall assessment of the show in Prague. Far beyond merely exhibition stand size, Novomatic Group of Companies have once again reached new dimensions.



A decisive factor for this sensational success is the trust of the customers in the quality of products from AGI and EDP. Customers appreciate the many years of international experience of the Novomatic Group, the immense investments in product development of up to 10 per cent of AGI's annual revenues and the international ground-breaking role of the global player from Austria in the area of cutting-edge casino technology also for the AWP sector.

With this sweeping success Novomatic Group of Companies as well as AGI and EDP have finally set new quality standards in the emerging markets of Central and Eastern Europe that absolutely comply with international standards. The traditionally large bar and the never-tiring music band provided a meeting point at the Svet Zabavy 2002 in Prague that was to become a starting point for an enormous quality leap in the slot arcades of the future EU member state, the Czech Republic.

Source: NOVOMATIC Group of Companies

Contact: Karl Neidel / Communications Manager