

# MERKUR GAMING “Ready for take off” ATEI Trade Show from 23 to 25 January 2007

Espelkamp/London. MERKUR GAMING will present a host of new products at the ATEI in London from 23 to 25 January 2007. Numerous innovations from the entire product portfolio including AWP machines, jackpot-systems, roulette, touchscreens, sports entertainment machines and sports betting as well as money change systems will be on exhibit. The product range will be completed by internet terminals, Kiddie Rides and other kids' entertainment product groups.

“Our trade fair stand has two levels, where the AWP gaming innovations from our company with novel features and extraordinary concepts will surely impress our customers. In addition, there will also be a new roulette version“, says Axel F. Pawlas, CSO MERKUR GAMING, confidently even today. On the ground floor of stand no. 1120 MERKUR GAMING will display products for different target markets in this segment such as United Kingdom, Netherlands, Eastern Europe, Hungary, Czech Republic, Poland, Spain, Italy, and South America.

One of the true highlights at the MERKUR GAMING stand will be a brand-new, innovative jackpot system with different TFT-monitors. ‘Treasure Mania ®’ combines the thrill of the interactive multilevel jackpot game and state-of-the-art TFT-technology. The striking multicolor technology makes it a true eye catcher in every gaming locations.

Another innovation that MERKUR GAMING will present is the touchscreen machine ‘Trendy Blue Motion’ on the new “Trendy No Limit’-platform. Thanks to the special lighting the new version of the popular Trendy will attract even more attention from the visitors and the clearly arranged 19“ monitor will

enthusie the Trendy players. The new 'No Limit'-platform uses a high-end processor allowing much faster gaming sequences. The comfortable user interface in addition features improved navigation for the players.

In the Kiddie Rides segment, too, MERKUR GAMING boasts innovations. "We are very proud to be able to present in January our first in-house developed and Disney licensed Kiddie Rides called 'Princess Dream'", says Ulli Künnecke, who is responsible for this product segment. Ulli Künnecke is confident that "when riding in the carriage the little ones will feel like princes or princesses. Thus, MERKUR GAMING makes children's dreams come true! And the Disney theme is very topical so that operators will benefit free of charge from the synergies because of the high level of recognition by the children and the comprehensive Disney promotions." The 'Princess Dream' is of course also based on the tried and proven adp-technology. Other highlights presented by MERKUR GAMING will be the Disney licensed Kiddie Rides 'Lightning McQueen' from the popular movie 'Cars' as well as the new 'Space Kart Simulator'. The kids' entertainment range is rounded off by new multi-purpose gaming islands.

With the internet terminal 'Easy Net Space' MERKUR GAMING ensures 100% privacy when surfing the worldwide web and thanks to the sophisticated design the 'Easy Net Space' will generally allow you to surf the internet visually protected and shielded against loud ambient noise. In addition, the internet terminal is easy to use and therefore also well suited for internet novices. For the operator handling is also a child's play thanks to the plug-and-play technique. In particular the Linux version without hard-drive boasts unrivalled operational safety and reliability – without viruses and hard-drive crashes. Brand-new – a WLAN Terminal offering unique simplified billing for mobile user points.

The high quality products "made by Gauselmann" are exclusively manufactured at 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 a synonym for highest quality.

Under the umbrella of MERKUR INTERNATIONAL, MERKUR GAMING is responsible for the Europe-wide sales of MERKUR products 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 around the globe.

Susanne Wesemann, Marketing Manager

Phone: +49(0)5741/273-515; fax – 69 09

E-Mail: [swesemann@merkur-gaming.com](mailto:swesemann@merkur-gaming.com)

Mobiel:+49( 0)175 / 2903476

or

Robert Hess M.A., Head of Communications

Phone: +(0)5772 / 49-282; fax: -289

E-Mail: [RHess@gauselmann.de](mailto:RHess@gauselmann.de)

Mobile: +49(0)171 / 9745720