

# Six new MERKUR CASINOS opened in the Czech Republic – Premiere of the new decoration design “Factory”

## Expansion in the sign of the Merkur sun

Espelkamp. In the last weeks, MERKUR CASINO, a subsidiary of the internationally active Gauselmann group based in the German region of East Westphalia in the federal state of North Rhine-Westphalia opened as many as six new branches in the Czech Republic. This increases the number of locations in the European neighboring country to 23 MERKUR CASINOS.



In the cities **OSTRAVA (2 branches)**, **ZATEC**, **CHRUJIM**, **TEPLICE** and **KLADNO**, the international sister company of the arcade chain Merkur-Spielothek, which has been successful in Germany for more than 30 years, totally remodeled the interior design of hundreds of square meters of gaming surface and depending on the individual situation optimized each of the MERKUR CASINO locations with high-quality decoration.

In the industrial town Kladno, where MERKUR CASINO is currently represented with three arcades, a special premiere was celebrated.

The industrial contemporary history of the town in central Bohemia 25 km northeast of Prague inspired the interior

designers of the Gauselmann group at the headquarters of the company in Espelkamp (North Rhine-Westphalia, German) with the support of dedicated architects from Prague to use a totally new interior design. **The new branch located right in the heart of the city is the first arcade to be decorated in the so-called Factory-Design.**

On more than 400 sqm gaming surface patrons enjoy the unique scenery of groovy factory flair and high-tech gaming machines including two roulette tables seating eight each that clearly underline the upscale level. The striking combination of heavy industry and steel mill in connection with the chic product design ensure an impressive ambiance.

**After “Planet“ and “New York“ now “Factory“!**



A steel lattice framework painted fiery red spans the casino area proper. Rough brickwork alternates with old plastered walls. The wall-to-wall carpet stretching the entire hall creates the deceptively realistic illusion of a well-worn concrete surface including manhole covers and skid marks. The outside of the casino conjures a machine hall with gigantic plants and red-hot steel. Looking through the virtual windows the eyes will roam through an illuminated nocturnal industryscape. People sit on steel drums at the bar, the shine of fire flickers from the ceiling, and sometimes steam clouds will be hissing between the gaming machines.

All of the six new locations in the Czech Republic are open 24/7. Inviting food and beverage zones additionally emphasize

the stylish come-together atmosphere of each of the new MERKUR CASINOS and contribute to creating the unique flair under the Merkur sun.

For more than 30 years the arcades with the sign of the friendly beaming Merkur sun have been a guarantee for innovative and trendy leisure-time fun in Europe. Today, the Gauselmann group operates more than 250 high-tech "gaming-grounds" in the European arena, approximately 190 of them Merkur-Spielothek arcades in Germany.



In FY 2006 the Gauselmann group exceeded the corporate objectives that it had set itself by far. The business volume totaled EUR 1.3 billion (2005: EUR 1.003 billion) with aggregated consolidated revenues climbing to EUR 1.001 billion (EUR 732 million in FY 2005). This corresponds to a revenue increase of 37 percent. Almost half of the revenue increase results from company acquisitions in the last two years. Domestic business and foreign business contributed approximately 50 percent each to the total revenue.

The Gauselmann group employs more than 5,500 people in the world and is the only company in German the amusement machine industry to be ISO-certified according to DIN EN 9001:2000.

"Of course, we have set our sails completely for profitable expansion. However, in addition we pay much attention to the possibilities of each individual location. After 'Planet' and 'New York,' 'Factory' is our third interior design theme that our in-house staff devised and implemented with much love to detail," explains Rolf Falke, General Manager MERKUR CASINO.

“To create such a scenery not only requires creativity, but also the ability to implement and execute the ideas with the appropriate quality. This proves once again that we have the necessary competencies to set new international gaming-standards,” explains Rolf Klug, member of the management board of Gauselmann AG and responsible for the international activities of the company under the brand ‘MERKUR International.’