

Successful Stella International and Mexim Presentation at the Specialized Fair „Enada Spring 2005“ in Italy

Lübbecke. A thorough success is how Rolf Klug, member of the board of the Merkur pillar, summed up the participation of the Gauselmann Group subsidiaries STELLA INTERNATIONAL and MEXIM at the ENADA SPRING 2005 in Rimini, Italy, from March 10 to 13. “Our objective in Rimini was to continue the European market development strategy which we have been implementing now for several years, not only on the high growth markets of Eastern Europe and Spain but also by penetrating the Italian market with innovative products from Gauselmann.”

Despite the strong orientation of the Italian AWP market towards video machines, reel machines from STELLA with their unique game systems and excellent revenues were able to win customers over. Especially the additional win chances through special joker symbols and exciting special features of the STELLA machines offer the player great fun and enjoyment and were thus much admired at the fair. “One can definitely say: the new STELLA reel machines LUCKY CASH and SPHINX GOLD are more successful than the best video machines. This is mainly due to our know-how in European AWP reel technology”, said Rolf Klug.

But not only the newest innovations generated great interest. The already established DICEMASTER DE LUXE continued to draw the crowds as well.

A further attraction was the new entertainment machine, the

kick-robot "Star-Kick", also from Gauselmann. Nobody was able to walk past the table football which has won the "Technology Transfer Award" and the Innovation Prize of the Social Democratic Party of Germany (SPD) and the Entrepreneur Workgroup of the SPD. The machine was permanently surrounded by crowds of people eagerly waiting to play.

STELLA and MEXIM presented their products at the booth of IGT of San Marino, a subsidiary of SOGEMA. Alberto Stolfi from IGT was enthusiastic about the STELLA machines and was excited by the huge demand: "I am very happy", were his simple and clear words about the joint presentation and success of the products.

MEXIM also presented "HAPPY KIDS" and "SPACE CAR" at the booth of "smile s.r.l.". The computer animated driving simulator for children "SPACE CAR" is perfectly geared to the new generation of children and promotes learn- and dexterity skills combined with a great deal of fun.

All in all, a positive overall impression of the trade fair presentation remains. "The combination of STELLA know-how regarding the development of AWP's and the over 10 years of IGT sales experience offer optimal potential for a successful future on the Italian market", said Rolf Klug following the fair.