



Text: Hans Kruger
Photos: EUROPEAN CASINOS-The Elite

DROP IN ATLANTIC CITY CASINO REVENUES IN 2007

According to information provided by the State of New Jersey Casino Control Commission, for the first time since 1978, Atlantic City Casinos experienced a drop in their revenues, this time of 5.7%.

In total, the 11 Casinos had earnings of U\$S 4.92 thousand million. Revenues from slots dropped to U\$S 3.46 thousand million, while revenues from tables increased to U\$S 1.46 thousand million.

Borgata, Harrah's and Caesars Atlantic City were the only Casinos to escape this negative tendency.

The main reason put forward by the industry in Atlantic City to explain this drop is the recent opening of gaming halls in Pennsylvania and New York, "stealing" many slot customers. Also, the fact that smoking is not allowed in 75% of these Casinos may have contributed to the drop.

To reverse this situation, the Atlantic City recovery plan aims to transform the city into a Vegas-style tourist destination; Harrah's Atlantic City, Borgata Hotel Casino & Spa and Trump Taj Mahal Casino Resort are to open new towers this year, adding a total of 2,500 rooms, to bring in overnight visitors.



Atlantic City sky line

SEBASTIAN SALAT PROMOTED TO PRESIDENT OF WMS INTERNATIONAL

Sebastián Salat has been promoted to the newly created position of President, WMS International.

With more than 25 years of experience in the global gaming industry, Mr Salat has established the presence of WMS in over 70 countries, built a strong and well-respected worldwide sales and service organisation focused on taking care of WMS international customers' needs, and significantly grown sales and profitability.

Today, WMS' International unit sales represent more than 30% of the total new unit shipments, and WMS is respected as one of the foremost slot machine companies in the world.

In his new role, Mr Salat will oversee WMS' international business strategy, market development, operational execution, as well as sales and distribution. While maintaining his focus on enhancing WMS' global presence in existing markets by growing and supporting customers' needs, and continuing to increase global presence through the opening of appropriate new international markets, Sebastian will also direct the growth enabled by the additional strengths and capabilities provided by Orion Gaming and Systems in Progress (SiP) companies, WMS' two recent acquisitions.

Sebastián Salat, President of WMS International



BALLY TECHNOLOGIES TO OPEN IN MEXICO

Bally Technologies has rolled out a global expansion plan involving the forthcoming opening of offices in Mexico, where Bally games and systems are experiencing great growth.

Bally will be one of the many companies present at the first edition of the Latin American Gaming Exhibition (ELA), to be held in Monterrey next May.

Bally has also recently inaugurated sales offices in Spain and South Africa.

"We have made significant progress over the past 24 months in re-establishing Bally as a global leader. We continue to evolve and enhance our international strategy and infrastructure on a daily basis to ensure that we are providing our customers with the products that will perform in their particular region along with localised support to ensure that we can deliver the most responsive customer service", says John Connelly, Bally Technologies' Vice President of International.

John Connelly, Vice President of International Bally Technologies

COMMERCIAL AGREEMENT BETWEEN HISPANIA AND NEVADA JACKS

Nevada Jacks has acquired the production equipment and technology of Hispania Casino Equipment, the second largest manufacturer of clay chips in Europe. Nevada Jacks has purchased the "equipment, moulds and dies" and Hispania's staging process for the making of clay chips.

Rufino Serrano, founder of Hispania Casino Equipment stated, "With the inclusion of the clay chips production line I designed and tuned for almost 30 years, they will now have all the necessary ingredients to make this venture a true success!" Since 1977, Hispania has been noted as one of the largest providers of clay chips and accessories for the Casino industry throughout Southern Europe, the Caribbean, and both Central and South America".



Rufino Serrano, President of Hispania Casino Equipment

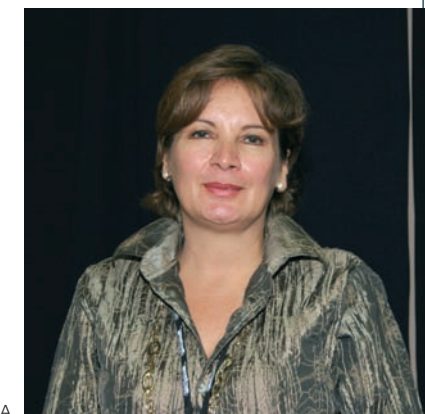
CRACKDOWN ON ILLEGAL GAMBLING IN COLOMBIA

The battle against illegal gambling in Colombia has acquired worryingly dramatic tones recently, with two government agents investigating underground gaming being assassinated in Medellin.

According to Mery Luz Londoño, Chairwoman of ETESA, the government agency for gaming, "In some towns, cooperatives or parallel companies were set up, charging lower invoice rates for each slot. These associations decommission the slots if they are not paid".

For some years now, ETESA, which reinvests gaming revenues in health resources for Colombians, has worked very hard against underground gaming, applying policies which help to reduce its prevalence. The rate of underground gaming is over 20%, and it is calculated that there are over 16,000 illegal slots in operation, compared to 65,000 legal ones. Over the past two years, the legal ones have paid over 220,000 million Colombian pesos to the regions, while the illegal ones were responsible for ETESA not taking 45,000 million.

Mery Luz Londoño, Chairwoman of ETESA



APPOINTMENT FOR UNICUM

Unicum Gaming has named John A. Dugas as its Representative for Latin America and the Caribbean. This is in line with Unicum Gaming's aggressive growth strategy to maximize Class II and Class III sales and revenue-sharing opportunities throughout this key region. Lubov Loginova, CEO of Unicum Gaming Group, explained: "With the addition of Mr. Dugas to our outstanding international sales team, we are well positioned to realise both short and long term success in the implementation of our Latin American strategic plan".

Lubov Loginova, CEO of Unicum Gaming Group



APPOINTMENT TO ORION

As part of its international expansion in Latin America, Orion Gaming has appointed Laureano Bonorino new Sales Manager for South America. Barry Greenberg, Managing Director of Orion Gaming, added, "Laureano is extremely well known and well respected in Argentina. He brings tremendous experience and knowledge of the South American market to Orion and he will help ensure our success as we expand our presence in South America".

Laureano Bonorino, Orion Sales Manager for South America



GTI ASIA TAIPEI EXPO 2008

Organized by Game Time International, GTI Asia Taipei Expo 2008 will take place over May 8 -10 at the Taipei World Trade Center in Taipei, Taiwan. It is estimated that over 100 exhibitors will be present to showcase thousands of popular and new products at over 800 booths.

GTI Asia Taipei Expo has gradually become the biggest and most representative export tradeshow in the Asian Pacific Region.

Entering its 15th anniversary in 2008, GTI Asia Taipei Expo has attracted exhibitors, media and event organizers from Japan, Korea, Hong Kong, Macau, China, the Philippines, Italy, the US, and the UK for an optimal exposure to the Asian and global markets.

