

Text: Mike Green
Photos: EUROPEAN CASINOS-The Elite

REVENUES AT NEW CHILEAN CASINOS GROW BY ALMOST 80%

The Chilean Gaming Supervisory Board has informed that the 13 new Casinos in operation in the first quarter of 2009 generated gross revenues of US\$ 84.8 million. Over these months, the establishments welcomed a total of 1,770,000 guests.

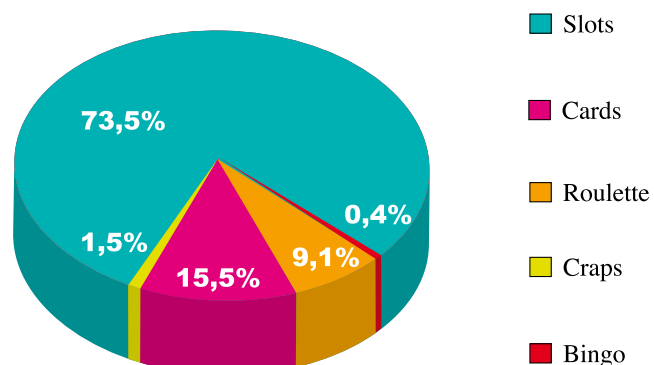
Gross takings from slot machines accounted for 73.5% of the total (US\$ 62.3 million), cards for 15.5% (US\$ 13.1 million), roulette 9.1% (US\$ 7.7 million dollars), craps 1.5% (US\$ 1.2 million) and bingo 0.4% (US\$ 0.3 million).

The highest-earning Casino was Monticello Grand Casino, with 36.1%, followed by Marina del Sol with 14.6%, Enjoy Antofagasta with 13.4%, Dreams Temuco with 8.8% and Gran Casino with de Copiapó 5.2%. Also with regard to Gran Casino de Copiapó, on 29 July last, the Supervisory Board approved the share transfer between the two Spanish companies Grupo Nervión and Egasa, with the result that Egasa is now the sole owner.



Monticello Grand Casino

SHARE IN GROSS REVENUES PER CATEGORY



G2E 2009

"Through the constant evolution and refinement of our offerings, G2E has established a reputation for providing professionals in the gaming industry with the valuable and relevant resources they need to excel in the marketplace, and the G2E Gaming Network is a natural next step in this process. With events and resources created by the industry, for the industry, no other brand offers the unique combination of professional development and solutions-oriented business opportunities provided by G2E," said Courtney Muller, a group vice president at Reed Exhibitions, one of the organisers of the Global Gaming Expo, G2E.

G2E 2009 is scheduled to take place November 17-19 at the Las Vegas Convention Center.

G2E has reached a strategic partnership with the International Association of Amusement Parks and Attractions (IAAPA), which will provide greater value and return on investment for both events' attendees and exhibitors. G2E trade show attendees will enjoy free admission to the IAAPA Attractions Expo 2009, which will feature amusement industry products and vendors.

Frank J. Fahrenkopf, Jr., president and CEO of the American Gaming Association (AGA), said: "G2E is the international gaming trade show and conference by the industry and for the industry. As the gaming industry continues to grow globally, it is important industry leaders have the opportunity to come together to share best practices and discuss trends and technologies".



The famous Strip, Las Vegas



Casino Wynn Las Vegas

COPAG ON ESPN

Brazilian company COPAG is organising an international campaign on ESPN, to be shown during World Series of Poker broadcasts in the USA, Canada and Latin America.

Copag has created a movie showing the behaviour and reactions of players during games, inset with images of cards and betting chips.

"The broadcasting of movies during WSOP will associate the Copag brand with the excellence of World Poker. The aim of the campaign is also to promote Texas Hold'em as a sport," explained Mariana Dall'Acqua Lopes, Marketing Director of COPAG.



WMS OPENS CASINO EVOLVED ADVANCED TECHNOLOGY LAB

WMS Gaming has recently opened the Casino Evolved Advanced Technology Lab (CEATL) at its technology campus in Chicago.

The new technology lab, which features products built on WMS' foundational network gaming technologies and Player Driven

Innovation development process, will be used to launch new, innovative technologies and applications that clearly demonstrate how a networked gaming environment enables Casino operators to increase top-line performance by consistently engaging slot players on the Casino floor, while improving efficiency and returns on capital.

Orrin J. Edidin, President of WMS, commented, "Opening the CEATL represents a significant milestone for WMS and our customers as it clearly demonstrates the real world benefits of networked gaming. Simultaneously, it serves as a platform for the future evolution of products and services that will allow entertaining gaming content to be enabled on new platforms and in new media".

