



SPECTACULAR OPENING IN VIENNA'S PRATER EXHIBITION AND ENTERTAINMENT DISTRICT

"Come In and Win" was the motto at the opening of the Casino Admiral Prater, Europe's largest and most modern sports betting Casino. Timed to coincide with the spring launch of Vienna Prater's entertainment operations on 18 March 2005, this new centre, located in the former Kaleidoscope Theatre, offers daily live sports transmissions, gaming entertainment and recreation. The Ancient Egypt themed interior is home to a great variety of gaming and

entertainment opportunities on two floor levels with a total area of over 2,700 m² - and a new highlight every day. The impressive ornamental façade of the Casino Admiral Prater is a continuation of the architecture of the Vienna Exhibition Centre and an intentional implementation of the new Prater design plan, with gold-tinted glass surfaces reflecting the tradition and spirit of the Vienna Prater. Casino Admiral Prater is unique in Europe in terms of dimension and betting possibilities. Numerous large screens display international sporting events such as soccer and ice hockey, world cup skiing, Formula 1 Grand Prix races and horse and dog races. All events are transmitted live and no admission fee is charged.



Guillermo Gómez Morón, a specialist in sophisticated Casino design with architectural experience in Las Vegas. "The new entertainment centre in the Vienna Prater is a leading operation on the highest level. Casino Admiral Prater will provide quality employment for approximately one hundred people on a permanent basis. The annual flow of revenue to the Government of Vienna will exceed 5 million in amusement taxes alone. In addition, the project will be a flagship operation of Novomatic Group for further sports betting Casinos at other locations in Austria. Franz Wohlfahrt, Chairman of the Board of Directors of Novomatic AG.

DAILY LUCKY HOUR WITH GREAT PRIZES
In addition to exciting live transmissions, interesting sports bets and state-of-the-art games, Casino Admiral Prater offers guests another highlight: the Prize of the Day.

At Casino Admiral Prater, locals and tourists can choose from a wide selection of betting options and test their luck at the state-of-the-art gaming machines (stakes limited to 50 cents per game) every day from 6 am until 1 am the following morning. In addition to performances by leading artists, the show and stage area will also be used for regular autograph sessions and talks with sports regulars and other popular guests. The entertainment offer is completed by a wide culinary offer ranging from a selection of international specialties to the classic cuisine of Vienna.

A FLAGSHIP FOR FURTHER LOCATIONS
Novomatic AG has invested approximately €20 million in the property under a long-term lease from the Government of Vienna. The refurbishment works under the new Prater design plan were directed by Austrian architect Adolf Straitz and were completed within little over a year. The themed interior and exterior design was fronted by





Guillermo Gómez Morón

This prize will be drawn in the Lucky Hour from 17.30 and 19.30 from a pool with a variety of big prizes (ranging from cash prizes to travel prizes and a dream car). All guests present at the time enter the draw using the personal code number on their Admiral Joker Card, issued free of charge to each guest. A special guest service is also available to look after all visitors' needs and to provide help and information with the various games and betting options.

ACTION-PACKED OPENING WITH TIGHTROPE ARTIST FALKO TRABER
 The opening of the Casino Admiral Prater offered guests a very special attraction: the spectacular live show of one of the world's top tightrope artists, Falko Traber, whose performances kept visitors in suspense for the entire opening weekend. Autograph sessions with some of the most popular Austrian athletes completed the opening program.

Text: Karl Neidel
 Photos: Casino Admiral Prater



Franz Wohlfahrt

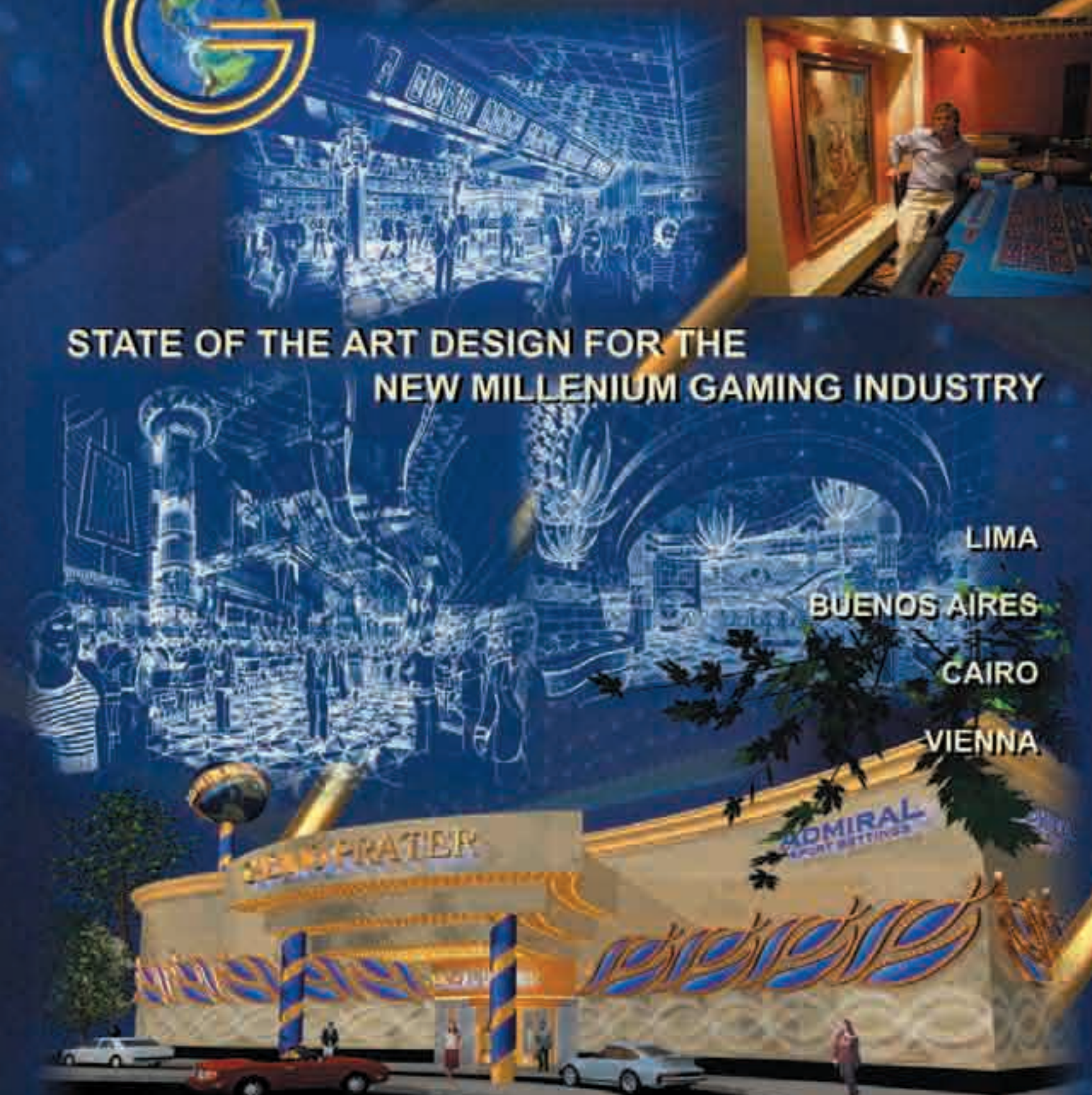


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