

## CIRSA AND CASINO CLUB INAUGURATE CASINO CITY CENTER IN ROSARIO

City Center Rosario stands on 127,000 sq. m. on the main access road into Rosario. Some US\$ 270 million went into City Center Rosario, furnishing it with Casino equipped with the most advanced technology, a 5-star Pullman hotel, several international restaurants, swimming pools, tennis and paddle-tennis courts, a running track, spa, gymnasium, parking for 2100 cars, shops, a bowling alley, a children's play area and a 9-room convention centre holding over 3000 people.

The establishment, considered the largest entertainment centre in Latin America, is owned 50-50 by CIRSA Gaming Corporation and Casino Club, who in 2007 signed a global strategic agreement for the management and development of the Casino area of the business and future gaming operations in Argentina.

The Casino is built on three levels, between them holding over 2000 state-of-the-art slots, 80 live gaming tables, an exclusive Poker Room, a separately-accessed VIP room, a 300-seat bingo room, five cafeterias and a central stage for live shows.

The entire set-up gives one the immediate impression of visiting a Las Vegas mega-Casino. The size and elegance of the building, the many slots, its design ...all these factors contribute to the impression.

Slots are supplied mainly by Orion Gaming, Unidesa, WMS Gaming and Novomatic. Suzo, through SIG4U, provided signage for several of the slot islands.

The inauguration of City Center Rosario was, by far, the event of the year for the city. All expectations were exceeded and over 6000 persons crowded the Casino all night on 15 October last.

The traditional cutting of the ribbon was followed by the throwing of the first roulette ball, entrusted to Argentinean presenter Susana Giménez, assisted by Governor Miguel Lifschitz.

Entertainment was provided by well-known Venezuelan singer José Luis Rodríguez "El Puma".



Ricardo O. Benedicto, President of City Center Rosario



Manuel Lao Gorina, Vice President of CIRSA; Juan Castellanos, director of Casino Club and Héctor Cruz, director of City Center Rosario with their wives and CIRSA executives Manuel Lao Hernández, President and Joaquim Agut, General Manager



Throwing the first ball

## APEX GAMING BRANCHES OUT IN SOUTH AMERICA

Apex Gaming Europe has come a long way since its incorporation back in 2003. The success of the company is based on a fundamental understanding of player needs, a willingness to focus on and invest in new game potential and an emphasis on product quality. Continued demand in Europe confirms the company philosophy. It is therefore only natural that the South American gaming market should benefit from the real value that Apex Gaming brings.

The company founder and Managing Director, Johannes Weissengruber, explains: "We have real value and innovation to offer the South American gaming market. Feedback has been excellent".

Widespread interest in the Apex Gaming product range throughout South America has set the scene for the long-standing presence of Apex Gaming. The company will be underlining its commitment to the South-American market by exhibiting next May at ELA Mexico for the first time.

Mr Weissengruber points out, "Interest in our products is growing from day to day. We have already established our first business relationships in Uruguay, Chile, Argentina and Brazil. Our product and on-line gaming combination is creating much interest".



Johannes Weissengruber, Apex founder

## UNIDESA INSTALLS TITO SYSTEM IN LATIN-AMERICAN CASINOS

Unidesa Gaming & Systems has installed its Forward Systems TITO modules in five CIRSA Group Casinos in Latin America, specifically at Bingo90 locations in Panama, Rio Medellín, Rio Barranquilla and Hollywood Bogotá in Colombia, and Casino Hispaniola in the Dominican Republic. Moreover, Casino de Mendoza in Argentina has recently added Unidesa's successful "Magic Roulette" and "Spin & Win" slots to its fleet.



Casino Hispaniola, Dominican Republic



## MACAO CASINO BUYS JACKSON'S GLOVE

Casino Ponte 16 in Macao has bought the King of Pop's famous white glove for US\$ 350,000 at auction in New York. The owners of the gaming establishment plan to build a gallery in honour of the singer in the lobby of the Casino, where the glove will be displayed alongside other souvenirs also acquired at the same auction.

## BIOGRAPHY OF ALEJANDRO ORTIZ PUBLISHED

Ricardo Viveiros's biography of Alejandro Ortiz was presented before a large international crowd on 8 October last. The book covers the professional and personal journey of one of the major actors in the gaming industry in Brazil, where Ortiz has spent much of his business life.



## PLAYTECH JOINTS WORLD LOTTERY ASSOCIATION

Playtech Limited has been approved for associate membership of the World Lottery Association, WLA, an association of 141 lotteries in 76 countries.

This membership comes after Playtech signed an agreement this year with the Serbian State Lottery to supply Casino and poker products.

Ilana Klein, Playtech Manager for Latinoamérica

## SUZO HAPP SUCCESSFULLY INSTALLS TITO OPERATION IN MOROCCO

The new Mazagan Casino at the Mazagan Beach Resort, Morocco, has chosen the Suzo Happ TITO product and service TITO package for all its slots, which are fitted 100% with the MEI Cashflow "SC83" banknote reader and the FutureLogic "GEN2" printer. Suzo Happ is the European distributor for both companies. From 31 October onwards, guests can look forward to playing from a choice of more than 410 slots and 60 live tables.

The Casino's Marketing Director, Gladys Sécat, points out, "This Casino reflects the five-star quality of the whole resort. We have great respect for Suzo Happ which is the reference company in the industry. We have a long and trusting working relationship with Suzo Happ and thus they were the ideal choice to support us in the TITO installation".



Mazagan Beach Resort in Morocco