

Novo Zone opens at Sun Casino

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NOVOMATIC partners Monte-Carlo Société des Bains de Mer to open the Novo Zone

NOVOMATIC has partnered with Monte-Carlo Société des Bains de Mer, one of the world's most prestigious casino operators and owner of the famous casinos in Monaco, to open the 'Novo Zone' at Sun Casino – a live area on the casino floor where NOVOMATIC rolls out new releases and technology. At the launch event, state-of-the-art gaming equipment was revealed, featuring the latest NOVOMATIC PANTHERA™ and V.I.P. cabinets, Ainsworth A640 and A600 machines, new slot titles and the Enchanted Fortunes Linked Jackpot™.

Executives, players and visitors from around the region were invited to the launch party on August 31 and September 1. The event was brimming with guests lining up to play the latest NOVOMATIC and Ainsworth games. Several promotions ran throughout the two-day event, culminating with a prize draw that saw one lucky player win an all-inclusive trip to the Vienna Opera Ball next February.

The Novo Zone opened with 46 of the latest gaming machines and adds to the NOVOMATIC and Ainsworth products already operating in the casino. The dedicated zone features PANTHERA™ 2.27 cabinets, as well as a display of PANTHERA™ Curve 1.43 cabinets presenting the global launch of the Enchanted Fortunes Linked Jackpot™ with game titles such as Asian Fortunes™, Voodoo Fortunes™ and Goddess Rising™. The V.I.P. Lounge™ 2.32 cabinet and its new sister V.I.P. Lounge™ Curve 1.43 are also presenting a range of leading games and game mixes from the extensive NOVOMATIC library.

From Dusk Till Dawn™ features on the standout NOVOSTAR® V.I.P. 3.50 cabinet. This new licensed theme has been making an impression in both international land-based and online casinos this year. The Ainsworth showcase features the A640 cabinet with PAC-MAN™ Dynamic Edition and PAC-MAN™ Wild Edition, as well as Quick Spin titles Super Hot 7s™ and Super Charged 7s™, and the A600 cabinet presents Mega Choice Treasures™ and the Firepower™ multi-game linked jackpot package.

Pascal Camina, Senior Executive President of Monte-Carlo Société des Bains de Mer, said: "I am proud that this partnership with NOVOMATIC had come into being. The Sun Casino offers unique

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experiences to its players focusing on innovation and excellence assuring the highest quality standards. Monaco seems definitely to be the most beautiful games destination in Europe with the advantage of being a technological showcase.”

Lawrence Levy, VP Global Sales NOVOMATIC, said: “We are proud to work in close collaboration with Sun Casino and Monte-Carlo Société des Bains de Mer on this exciting project and look forward to this partnership growing from strength to strength. We see the Novo Zone at Sun Casino as a valuable opportunity to launch our new cabinets, titles and links within a lively casino environment. The launch party was a great success, and our joint marketing efforts will continue as we introduce new products to the showroom.”

About NOVOMATIC

The NOVOMATIC Group is one of the biggest international producers and operators of gaming technologies and employs around 30,000 staff worldwide. Founded by entrepreneur Professor Johann F. Graf in 1980, the Group has locations in more than 50 countries and exports high-tech electronic gaming equipment and solutions to more than 75 countries. The Group operates around 270,000 gaming terminals and video lottery terminals (VLTs) in its some 2,100 plus gaming operations as well as via rental concepts.

Through its numerous international subsidiaries, the NOVOMATIC Group is fully active in all segments of the gaming industry and thus offers a diversified Omni-channel product portfolio to its partners and clients around the world. This product range includes land based gaming products and services, management systems and cash management, online/mobile and social gaming solutions as well as lottery and sports betting solutions together with a range of sophisticated ancillary products and services.

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