

CUSTOMER
Newsletter

NEWS, VIEWS & EVENTS SUMMER 2010



ARISTOCRAT

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Welcome



DANIEL LINDSAY

General Manager - Europe

First of all I would like to introduce Aristocrat Europe's new-look Customer Newsletter. The new design provides a home for all of our various items of news and will make it easier for readers to navigate. We've reduced the length of the stories to make them more accessible and paid more attention to the look and feel without making the Newsletter too 'corporate'. In terms of product the introduction of JAWS™ Link to European jurisdictions has been very positive and we have included a brief report on the first European launch, which took place in Monte Carlo in June. There is also an update on the findings of our customer survey which we undertook in April and in which many of you kindly participated. Our strategy is to help our customers through these challenging times by providing them with dedicated and focussed gaming product. An overview of Aristocrat's seven new games for the second half of 2010 can be found on pages 8 and 9.

If you have any opinions on our new look customer newsletter or how we can improve it please share them with us, email me at daniel.lindsay@aristocrat.co.uk





Industry Round-up

ARISTOCRAT EUROPE'S PEDRO EXTREMERA SELECTS SOME OF THE RECENT STORIES TO HIT THE TRADE PRESS

Holland Casino has confirmed that it hopes to be able to offer customers a broader gaming and entertainment centre concept with its next new-build casino. Proposals will shortly be put in front of the Dutch government.

Luxembourg's Casino 2000 has embarked upon an €11m project to expand its gaming floor and provide a 1,000-person capacity theatre.

The Federation of Swiss Casinos has confirmed that the casino industry in the country has paid €2.43bn in tax since 2002/03. Most of the contribution made to both Federal and local authorities has helped fund social security programmes.

The Spanish Casino Association is one of three trade bodies to have filed complaints with the Spanish government about what they claim to be the illegal operation of online gaming.

Lower Saxony Casinos has opened The Casino Légère and The Casino Royale in its Raschplatz development RP5 situated in Hannover.

Holland Casino's Paul van Leeuwen has been named European Champion Dealer for the second time. Staged at the Olympic Casino in Vilnius, the European Casino Association's 2010 competition saw David Tran (Casino Copenhagen) finish runner-up and Matti Kankainen (Casino Helsinki) come third.



Our commitment to continuous improvement

In April we completed the first in a programme of customer satisfaction surveys. The aim, as Daniel Lindsay explains, is to provide our customers with a service which is constantly improving.

The non-attributable survey, which was undertaken by an external agency, comprised a series of 23 quick-to-complete questions covering product and personnel functions.

Daniel Lindsay confirmed that the feedback has already proved extremely useful. He said: "The survey responses represent a snapshot of how we are perceived by our customers and how we are meeting our undertakings to provide great products backed by excellent technical support and customer service. The objective is to identify and address any areas in which we are underperforming and to protect and enhance our strengths."

Stefano Piasenti of Casinò di Venezia, Harry van Hengel of Holland Casino and Marko Gavljak of Hit Larix were the first three surveys to be drawn at random with each participant receiving a Sony PlayStation Portable console.

Aristocrat's next customer survey will be despatched in September 2010.

Portoroz takes double first

Grand Casino Portoroz Group has become the first casino group in Europe to install Viridian™ Lowboy (Chop Top) games, as well as pioneering the introduction to players of Aristocrat's new Triple Standalone Progressives. Slot Director Aleš Turk stated: "We were the first Slovenian group to purchase Aristocrat games many years ago, and the first to have an online system. In our experience Aristocrat products perform well above floor average and consistently generate great income." President Marijan Bolka added: "We are delighted to be the first hosts of new technology – not only locally but across Europe – and look forward to our customers' positive response."



Part of the same TITO installation, the company has launched Bank Buster™ Hyperlink™, Aristocrat Double and Triple Standalone Progressives and other standalones on its Casino Lipica slot floor, with a host of new standalone games at its sister venue Casino Portoroz.



New website delivers more

Aristocrat has relaunched its new website at www.aristocratgaming.co.uk. Featuring a host of new content for operators, the site now provides more information on products, people and services, along with useful tips and tools to enhance slot strategies, optimise player entertainment and maximise revenues.



A secure VIP Zone (requires registration) allows access to valuable data, whilst open sections offer useful applications such as a configurable games selector. Look out for a web hosted monthly prize competition too, due to launch in the next few weeks.

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Viridian™ heads into Greece

Aristocrat's Viridian™ is now available to Greek slot floors with seven new GEN7™ games receiving approval. The TITO-compatible septet comprises three 50 Line games, one 100 Liner and three Multi Line games, one of which features Power Pay™ (Greek customers, please see page 12 for the full list). Further approvals for a number of new TITO XCite™ titles, including the highly popular Zorro™ Double Standalone Progressive, are expected shortly.

Huge Aristocrat haul at HIT Casinos

JAWS™ Link headlines amongst a significant number of new Aristocrat games appearing on HIT Casino floors in July. Alongside the first installations of JAWS™ in Slovenia, at Casinos Park, Perla and Korona, HIT also unveils Bank Buster™ Hyperlink™, Triple and Double Standalone Progressives and a swathe of new standalone games. HIT Director of Slot Operations, Aleksander Škrinjar commented: "HIT Casinos takes great pride in delivering first class gaming entertainment to our customers. Being the first in our region to present JAWS on not just one but three slot floors is a highlight of our summer season, with other Aristocrat games – notably Bank Buster and Double and Triple Standalone Progressives – helping to deliver brand new excitement for our clientele."

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Cash in on Mr Cashman™

Aristocrat Europe is offering an exclusive promotion on Mr Cashman™ XCite™ conversion kits. Priced at just €2,500 each and with a minimum order of three per customer, the kits comprise game software, artwork, topper, new LCD touchscreen monitor and midtrim with Mr Cashman™ bash button.

Base games come in three new flavours – African Dusk™, Jailbird™ and Louie's Gold™ – each with 5 interactive second screen features. Mr Cashman offers low volatility, high feature frequency gameplay, ideally suited to players seeking maximum entertainment for their gaming spend.



Hi Octane™ to heat up gaming floors in Portugal

Casino players in Portugal will be amongst the first in Europe to sample the adrenaline-soaked excitement of Aristocrat Technologies' new Triple Standalone Progressive™ Hi Octane™. For the first time on a single Aristocrat machine players have the chance to win triple level jackpots – Mini, Minor and Major – as well as experience enthralling features. In addition to a tyre-scorching base game with 15 free games bonus feature, players are also revved up by the Hi Octane™ ante bet 'RACE feature', an interactive, second-screen "trophy race" in which players put their foot to the floor for an extra shot at one of the three progressive jackpots. RACE is triggered randomly when three helmets appear in a win. Each randomly selected trophy race has an associated jackpot level. Players compete for the jackpot or a place prize by selecting the race car of their choice. Jackpots can also be randomly won during any bought game. Regional Sales Manager, Damien Greig said: "Standalone progressives



have a number of important attributes including the ability to provide players with enhanced game depth, excitement and variety. Introducing three jackpot levels and extra bonus features heightens the anticipation as players close in on the big wins."



JAWS™ Link lands across Europe

Following a highly successful continental première in Monaco, JAWS™ Link continues its roll out on slot floors across Europe over the summer, surfacing at Hit Casinos Perla, Park and Korona in Slovenia,

Casino di Venezia, Italy and Casino Princes in Macedonia within the next few weeks, along with imminent sightings in France, Germany and Northern Cyprus.

ARISTOCRAT

The 60 Second Interview



60 SECONDS WITH **VLADIMIR SUKLEV**, SLOT MANAGER AT THE CASINO FLAMINGO HOTEL IN GEVGELIJA, MACEDONIA

What does your job involve?

It's a very diverse job encompassing both people and product. On the people side I am responsible for hiring, training and supervising our slot employees and generally ensuring that we have a happy, professional and motivated team. In terms of product I identify and select the top performing games, ensuring that we have the correct strategic mix of equipment and that the floor plan works. Overall I am responsible for 500 slot machines, 23 slot attendants, six slot supervisors, five slot technicians and two slot hostesses.

What was your first job and who was it with?

I started my career as a casino dealer with the Swiss

company S.I.I.T.A.

What do you consider to be your first big achievement in the industry?

Building the Casino Flamingo Hotel in Macedonia from nothing to what I consider to be perfection! I am extremely proud of what we achieved with the slot department

What personal qualities do you think are required to be successful in the casino industry?

Excellent inter-personal skills, the ability to educate and inspire staff, energy and dedication to the business.

What are the biggest challenges facing the industry?

These are troubled times and certainly the economic situation

throughout Europe is difficult. Having said that some analysts believe that gaming is amongst the best sectors to invest in.

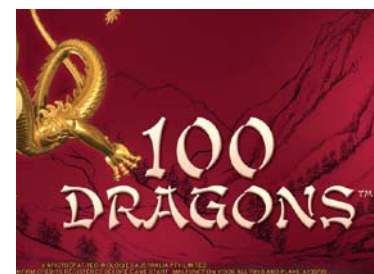
What advice would you give to someone considering a career in the casino industry?

You'll be in a fun environment surrounded by a world that's rich and textured, interacting with people from every walk of life. It's now the casino entertainment industry which means that you will be working in a family environment which includes movie theatres, bowling alleys, amusement park rides, golf and big ticket entertainers. It's a fantastic culture to be in with good prospects.



ARISTOCRAT'S PRODUCT MARKETING MANAGER WADE HARGREAVES PREVIEWS THE SEVEN GREAT NEW GAMES BEING LAUNCHED BY THE COMPANY INTO EUROPE FOR THE SECOND HALF OF 2010. MORE INFORMATION ON THE NEW MODELS IS AVAILABLE DIRECTLY FROM YOUR ARISTOCRAT SALES EXECUTIVE

Slot Spot



100 Dragons™

This fire breathing beast is the latest game in the Dragons lineage. Based on the successful 100 Lions™ maths this game has 10 free games with extra wilds added during each free game to build the excitement!



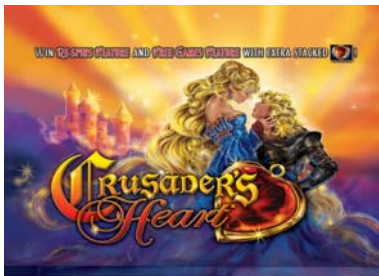
Chicken 2™

Find out why the chicken crossed the road in this contemporary version of the popular and proven Chicken game. Dodge traffic and cross the road to reap your reward or fail and watch the feathers fly! No free games here, only a challenge for the brave!

"In keeping with Aristocrat's commitment to provide the market with dedicated and focussed gaming solutions I am delighted to announce and introduce the seven great new Viridian™ games that will be freshening up European gaming floors from the summer."

Slot Spot

CONTINUED...



Crusader's Heart™

The adventure continues in the successful Power Pay game concept range with Crusader's Heart. This 432 ways Reel Power game has the option for the player to purchase 2 extra reel position on reels 1 and 5 to give extra chances to win in a Castle themed screen!



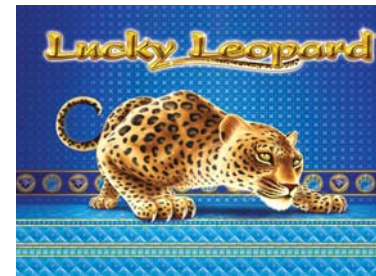
Fortune Princess™

If 15 free games with tripled prizes and a chance to win a multiplier up to x5 the prize (in the base game) doesn't whet your appetite then this princess might just be able to tempt you with a wild multiplier of up to x15 in the free games!



Koala Wild™

A 25 line game with stunning graphics, based on the successful Spring Carnival™. Another Aristocrat first, a 'multiplier ladder' is displayed in the top box during free games. If you like re-triggering free games and substitute multipliers then this is the game for you!



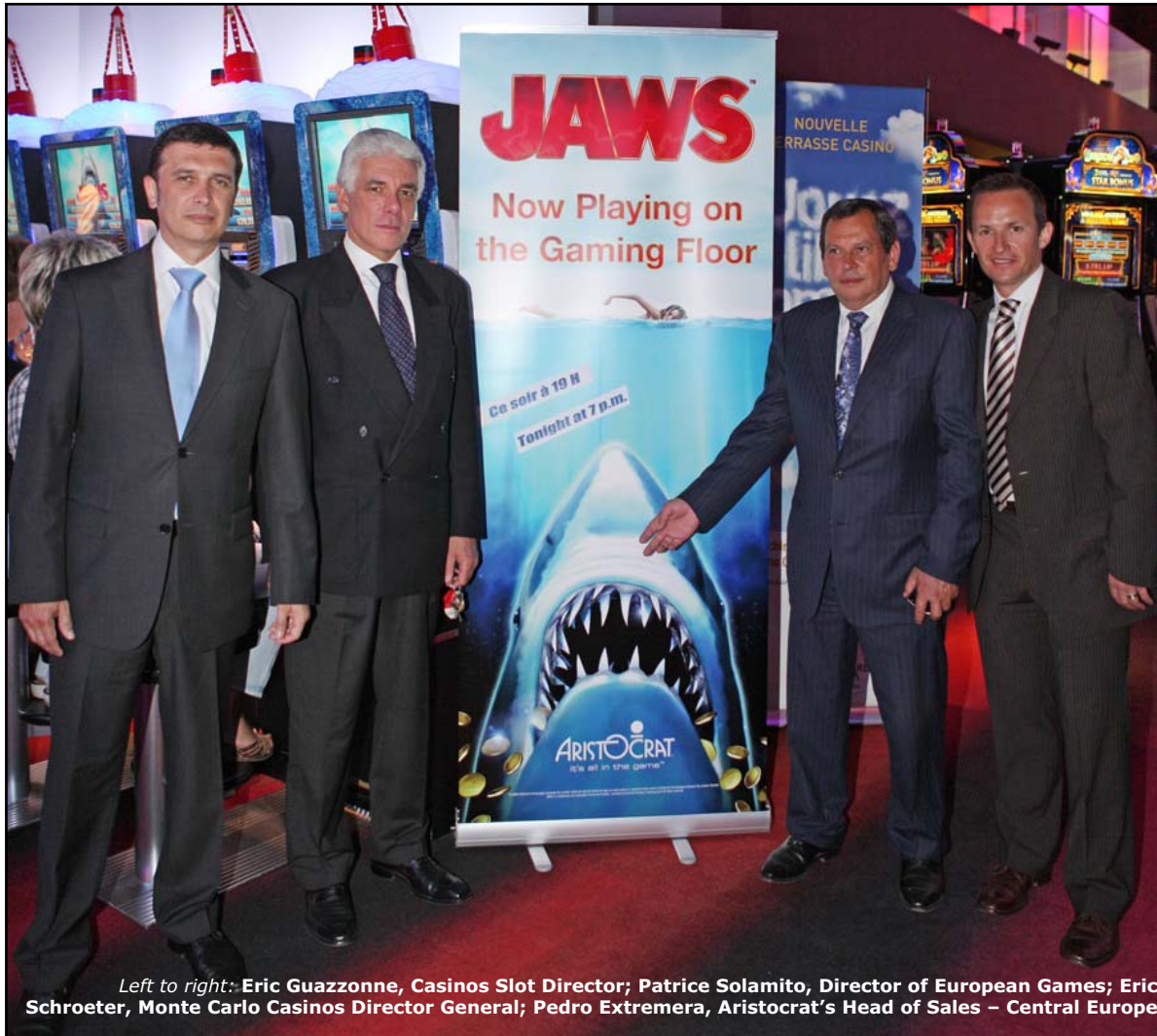
Lucky Leopard™

They say a Leopard can't change his spots but this game has something new and sure to please! Three scatters trigger continuous free games until a sticky wild has stuck to any reel position on reels 2, 3, 4 and 5 in succession! This game is surely going to be lucky for someone!



Wild Splash™

Aristocrat is excited to introduce its first 40 line game to the European market with the release of Wild Splash. With up to 25 free games and extra wild Koi, this game is no fish out of water!



On-site

MONTE CARLO CASINOS SPLASH OUT ON JAWS™ LINK

The first European casino installation of JAWS™ Link took place in the prestigious Monegasque gaming resort with the progressive linked jackpot game going live at Monte Carlo's Casino Café de Paris in June.

Société des Bains de Mer (SBM), exclusive operator of five casinos in the principality, capitalised on the impact of its latest prize catch with an unprecedented outdoor advertising campaign. An invitation to players to "Bite into the Jackpots" at JAWS™ Link's European player première, was promoted across more than 400 prime poster and billboard sites across Monaco and the Côte d'Azur.

Eric Schroeter, recently promoted to the post of Monte Carlo Casinos Director General, commented: "Slot games with

an instantly recognisable brand behind them always deserve special treatment. Its iconic status means that JAWS is renowned throughout the world and represents an ideal gaming proposition. So it was with great confidence that we invested so heavily in promoting our launch. The instant reaction of players both on the first night and ever since then suggests that this game could prove to be as big a blockbuster as the original movie."

Pedro Extremera, Aristocrat's Head of Sales for Central Europe, added: "There is great demand for JAWS in several European jurisdictions. SBM recognised the tremendous potential of the game, demonstrating huge confidence and experience with this powerful publicity programme."



Insight

NOT ONLY IS JOHN WILLIS A REVERED EXPERT IN THE GAMING INDUSTRY, HE'S AN INNOVATOR, TOO. AS GLOBAL GAMES STRATEGIST FOR MARKET-LEADING ARISTOCRAT LEISURE, JOHN NOW ENJOYS RESPONSIBILITY FOR ADVANCING THE COMPANY'S STRATEGIES FOR THE GAME RANGE

What's the best way to launch new standalone games on the casino floor?

It begins with choosing the right games for the venue, whose suitability are governed by a number of factors including: denomination, maximum bet and bet structure; game volatility, feature type and frequency; game theme and player type/preferences.

I've selected my new games, what next?

Make sure your slot floor staff understand why the new games have been selected. They must understand each game's characteristics in order to be able to promote them with confidence and enthusiasm to players with varying entertainment requirements.

Where should new games be positioned?

Create a launch pad to show off new games to their best advantage and to as many players as possible. This means a prominent and busy area of the slot floor.

Isn't it risky to assign a prime position to an unknown quantity?

Having a constant zone, say one or more double-sided banks, of frequently updated games will retain interest as players love to experience new adventures. Getting the most from your investment in new games requires belief and confidence, but remember that variety and change are what will keep the buzz alive.

So we just rely on word of mouth to educate players?

Each new game should carry a 'how to play' guide, which should be placed alongside for handy reference, as well as at cash booths, players club kiosks and other information points. This will also serve as an important awareness raiser.

Big Game Hunter



A trek through the global casino jungle
by John Willis

Illustrated by Jonathan Pugh
Foreword by Lewis Pek



Switzerland

games approved/released H1 2010

Standalone - Viridian™ / GEN7™ - Swiss A



Agent M™
25 Lines



Creature Feature™
25 Lines



In The Gold™
XTrA Reel Power™



More Chilli™
25 Lines (25+5cr)



Standalone - Mk VI / XCite™ - Swiss B



Arctic Wins™
9/20 Lines



Good Fortune™
50 Lines (25cr)

