



PRESS RELEASE

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FOR IMMEDIATE RELEASE

MEMORABLE FIRST ECA TRAINING

THE ECA SLOT MACHINE TRAINING

Brussels, 15 March 2011 --- The European Casino Association (ECA) held the first on its new series of training sessions last week, with a two-day event on marketing and operating slot machines and managing customer expectations. Slot and marketing managers from various ECA member states came together in Brussels on 8 and 9 March for this event, which was hosted by the prestigious Brussels casino, VIAGE. This first training session addressed the needs of those interested in learning new approaches to marketing and operating slot machines on their casino floors and leveraging valuable gaming machine data for use in strategic decisions.

"The ECA and its members actively promote the development of skills and expertise," said ECA Chairman Ron Goudsmit. "We believe that as an association it is crucial that we deliver high quality training targeted at raising professionalism in Europe's casinos and ensuring the excellence of our services. The ECA training events offer opportunities to explore latest industry developments and the topics and trends that will influence the industry in the years to come. With the launch of this series of trainings, we believe that the ECA will create an environment in which our members' staff can come together with other casino industry experts to network, share best practices and learn from each other."

The first training session was organized in cooperation with Lucien Wijsman, one of the leading figures in the slot machine sector. With more than 20 years of experience in the casino industry, Lucien has held almost every conceivable position on the slots floor and has been involved and responsible for the opening of numerous new slot rooms around the world. Over the years, Lucien has advised casinos all over the world on their slot machine operating processes. On top of his strong industry background, he has long been involved in running training programs. His company, The Slot Academy, provides training programs for slot managers, slot shift managers and for all those who want to learn how a

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proven process-based approach to operating slot machines is key to the success of the slot department.

“The training was a huge success, extremely instructive and fun,” explained one participant. “It was interesting to learn the extent to which different casino visitor profiles with different types of expectations and customer behaviour can have such a crucial impact on decisions regarding slot products, placing, pricing and promotion strategies,” said another.

The ECA is delighted to announce that this first successful training session will be followed by more ECA training events in the future. Potential topics for these events include: security issues, fraud detection, getting the fun back into the games, as well as CSR, standardisation, or compliance issues.

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About the ECA

The European Casino Association (ECA) represents the interests of some 1,000 casinos and more than 83,000 employees across Europe. Founded in the early 1990s as the European Casino Forum, the ECA has progressively grown over the years and today includes 23 members from the majority of the EU’s Member States, Switzerland and Serbia.

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