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## Aristocrat embarks on Spanish regional tour

**Aristocrat Technologies Europe has recently undertaken an intensive programme of presentations to leading distributors of Type B gaming machines in key Spanish regions, concluding what the international games developer is describing as a 'successful launch into the Spanish street gaming market'.**

The tour, which started in May was facilitated by Aristocrat's official Spanish agents, Barcelona-based Jaime Riera and Josep Carreras and has resulted in progressive working partnerships with Grupo Vid in Andalucia, Egasa in Valencia and Comdibal2000 in Catalonia. Further legs of the roadshow are due to take place in Aragon and Madrid.

Aristocrat Europe's General Manager – Sales & Marketing, Daniel Lindsay commented: "We are already licensed in a number of the most important Spanish regions and are now securing further company and product approvals on a regular basis. Product testing and homologation has proceeded very well and machine orders are building up as operators and players learn more about our games and how they are successfully differentiating themselves from the existing machines on offer."

On the tour, Lindsay stated: "Operators and distributors have responded extremely well both to our first dedicated Spanish games and to the professional and innovative approach to business we have brought to Spanish market; a profile we will be reinforcing at September's Madrid show."

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Digital image attached: *Left to right:* Jaime Riera; Olga Pleguezuelos (Aristocrat); Erwan Leveder and Albert Torrella (Grupo Egartronic); and Josep Carreras at La Torre de Collserola in Barcelona.

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