



## **Aristocrat asks its European customers: Are you ready for faster access to our global games portfolio?**

**London, 11th January 2010**

**Players in Europe are set to benefit from a faster first taste of new Aristocrat games following the global gaming organisation's adoption of GLI11 standards in its new Gen 7™ world base.**

President of Aristocrat Americas, Nick Khin has recently taken added responsibility for overseeing operations across the EMEA region. As a former Head of Aristocrat Europe, he understands the anticipation that European operators have experienced whilst waiting for the latest games to filter down from the United States, Australasia, Asia and other regions that historically took first bite of the cherry. He said: "Overseas customers visiting the Global Gaming Expo in Las Vegas are often saying 'that's a great game...when will it be available to us?' To which the response has frequently led to a far from ideal conclusion."

He continued: "Part of our global turnaround plans is to advance a market-driven product strategy and by moving to this new world base we can now respond to customers' needs far quicker than before."

Aristocrat has already advanced its planned European roll-out of the new VIRIDIAN™ WS widescreen cabinet and many of the 30-plus new games being launched at January's ICE show in London will be immediately available, subject to jurisdictional approvals. Other new concepts being unveiled on stand 3415 are now being re-scheduled for European release in the second and third quarters of the year, compared with earlier forecasts of 2012.

**Image attached:** Nick Khin

**Media enquiries:** Alex Fierek  
**Tel:** +44 (0) 1273 699900  
**Mob:** +44 (0) 7939 021352  
**Email:** [af@sjc.co.uk](mailto:af@sjc.co.uk)

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