



Monte Carlo Casinos Splash Out On JAWS™ Link European Player Debut

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The first European casino installation of Aristocrat's JAWS™ Link has taken 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. Aristocrat has licensed the JAWS™ game through an agreement with Universal Partnerships & Licensing.

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'Azure.

Monte Carlo Casinos Director General, Eric Schroeter 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 jurisdictions in Europe and we are delighted that its first public release is at a location with such a distinguished history in international gaming. SBM has recognised the tremendous potential of the game, demonstrating huge confidence and experience with this powerful publicity programme."

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Image attached: *Left to right:* Eric Guazzonne, Casinos Slot Director; Patrice Solamito, Director of European Games; Eric Schroeter, Monte Carlo Casinos Director General; Pedro Extremera, Aristocrat's Head of Sales – Central Europe.

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About *Jaws*

Based on the popular bestseller by Peter Benchley, directed by Steven Spielberg and produced by Richard Zanuck and David Brown, *Jaws* both fascinated and terrified audiences, breaking box office records upon its release in 1975. Filled with heart-stopping tension and stunning power, the powerful film launched director Steven Spielberg's phenomenal commercial success and won three Academy Awards®: Best Sound, Best Original Score and Best Film Editing. In addition, the memorable score by John Williams won a Golden Globe Award for 'Best Score' and was named one of the Top 100 Films by the American Film Institute.

Jaws also introduced the predatory shark as a new cinematic icon and struck a primal chord with audiences who connected overwhelmingly with the film's mixture of action adventure, terror, and moments of hilarity. The impact was so enduring that audiences never looked at the water the same way again in this suspenseful story of an eastern seaboard community terrorized by a giant white shark.

Universal Partnerships & Licensing

UP&L oversees Universal's consumer product licensing, film and home entertainment promotions, and all corporate alliances for Universal's theatrical, home entertainment, theme parks and stage productions. This dedicated division is also responsible for monetizing the Studio's vast library of films and characters through licensing, branding and marketing opportunities. UP&L is part of NBC Universal, one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. Formed in May 2004 through the combining of NBC and Vivendi Universal Entertainment, NBC Universal owns and operates a valuable portfolio of news and entertainment networks, a premier motion picture company, significant television production operations, a leading television stations group, and world-renowned theme parks. NBC Universal is 80%-owned by General Electric, with 20% owned by Vivendi.

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