



TEAM AMERICA TRIO

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NOVOMATIC
AMERICAS SALES



NOVOMATIC SIGNS UP 'TEAM AMERICA' TRIO

NOVOMATIC Americas Sales, LLC continues to build its presence and capability in American markets and has today announced a trio of key appointments to its sales and technical staff as Mike Medlin, John Peterson and Jeffrey Rios take their place in the company's 'Team America'.

Following the Fall 2013 appointment of Rick Meitzler as Vice President of North American Sales NOVOMATIC Americas Sales, LLC, now moves ahead with appointment of a trio of gaming professionals to key sales and technical support positions.

As from February 1st 2014, Mike Medlin takes up the post of Regional Sales Executive with specific responsibilities for the fast expanding Florida market and will also represent NOVOMATIC throughout the Caribbean.

Medlin's resume reads like a 'who's who' of the American gaming industry and, in a career spanning more than 20 years, he has held senior positions with many of the leading companies and has a wealth of experience that covers not just slot machines but also systems technology and component supply.

John Peterson will also hold the Regional Sales Executive title and will be responsible for the Californian market territory. Another industry veteran with more than 20 years tenure in gaming, Peterson is widely regarded as a specialist in Native American gaming and brings to his NOVOMATIC role a wealth of knowledge and market-specific experience.

To bring additional capability to the NOVOMATIC Americas technical support team Jeffrey Rios is appointed as Field Technician. Although a relative newcomer to the gaming industry Jeffrey (a graduate of the ITT Technical Institute in Fort Lauderdale, Florida) already has solid experience of the gaming environment and is keen to bring his technical skills to NOVOMATIC.

NOVOMATIC Americas CEO, Jens Halle, warmly welcomed all three new appointees, stating: "I am delighted to welcome Mike, John and Jeffrey to our rapidly expanding team. They each bring a wealth of experience and professionalism and they will each have a major role to play as the NOVOMATIC brand extends its presence throughout American markets. This is an important time for them all to be joining us, as it is very clear that there is already a huge amount of operator anticipation about how we are progressing our market entry and



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bringing new products and new opportunities to the market. Our momentum is rapidly building and our new 'Team America' professionals will greatly assist us in making NOVOMATIC a familiar and successful sight on American gaming floors.”

Austrian Gaming Industries GmbH (AGI) a 100-percent subsidiary of NOVOMATIC AG (www.novomatic.com) is an integrated global gaming company specializing in the design, development, manufacturing, distribution and sales of electronic gaming machines and advanced technology products. As Europe's leading manufacturer AGI delivers one of the broadest product ranges in the industry.

The NOVOMATIC Group is one of the biggest producers and operators of gaming technologies and one of the largest integrated gaming companies in the world. The group employs more than 20,000 staff worldwide (3,000 in Austria). Founded by entrepreneur Prof. Johann F. Graf, the group has locations in 45 countries and exports high-tech electronic gaming equipment to 80 countries. The group operates more than 230,000 gaming machines in its about 1,500 plus traditional and electronic casinos as well as via rental concepts. Part of the group is also Admiral Sportwetten GmbH, Austria's leading sports betting operator with more than 200 outlets as well as the Vienna based online gaming specialist Greentube Internet Entertainment Solutions GmbH.

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