



## **Cadillac Jack Establishes New Subsidiary and Office in Mexico City to Serve Growing Mexico Gaming Market**

DULUTH, GA. June 14, 2007 – Cadillac Jack announced today the establishment of its Mexico subsidiary, Comercializadora de Juegos Cadillac Jack de Mexico S. de R.L. de C.V., to provide sales, marketing and service support for its growing gaming business efforts throughout Mexico. Regional headquarters are located in Mexico City.

Cadillac Jack's Mexico operations include extensive new corporate office space and product showroom, a fully integrated warehouse for machine stock and parts, and a regional Customer Service Center.

The company also announced the organization of its sales and service teams by region, including the establishment of a regional service center in Guadalajara. To better serve the needs of its customers, Cadillac Jack has significantly increased personnel in sales, customer support, marketing and promotions. Cadillac Jack's emphasis on regionalization will enable its management and product development groups to develop a stronger understanding of player profiles while tailoring products to better fit players' interests on a regional basis.

"The tremendous growth of our business in Mexico has driven the need to firmly establish our operations and increase the number of personnel that we have in the field," said Mike Macke, Cadillac Jack Chief Executive Officer. "This decision demonstrates our commitment to provide better value to our customers, while establishing Cadillac Jack for future business opportunities throughout the country."

The company's new subsidiary, Comercializadora de Juegos Cadillac Jack de Mexico S. de R.L. de C.V., is headquartered in Mexico City. The official contact information for the new office is:

### **Comercializadora de Juegos Cadillac Jack de Mexico S. de R.L. de C.V.**

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Cadillac Jack is a leading supplier of electronic games and systems for the global gaming market, including Native American, Charitable Gaming, Racino, and the International gaming markets. Cadillac Jack designs, develops and manufactures a full line of high-play, interactive games and integrated systems, providing rewarding gaming experiences to its customers worldwide. In addition to its North America headquarters, and sales and service locations, Cadillac Jack maintains international sales and service sites in Mexico. For more information about Cadillac Jack, please visit [www.cadillacjack.com](http://www.cadillacjack.com).

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