

Lightning Link™ strikes twice at WestSpiel

London, 17th March 2016

Lightning Link™, Aristocrat's first player-selectable multi denomination progressive link, is now set to take its next region by storm, with the first installation in EMEA already showing growing popularity amongst players. German casino operator, WestSpiel, became the first European operator to go live with Lightning Link and was amongst the first group of visitors to Aristocrat's Big Play stand at ICE, placing a repeat order.

WestSpiel, which operates six casinos across the North and West of Germany, worked closely with Aristocrat's German distributor, Dieckhaus, to bring the link to players at Spielbank Duisburg at the end of 2015.

"We placed a straight bank of eight Helix™ slot machines running Lightning Link on the floor in the week before Christmas," said Spielbank Duisburg Slots Director, Michael Wiebeck. "Customers were initially intrigued by this new gaming format and in the subsequent weeks occupancy has grown steadily."

The performance prompted WestSpiel to expand the reach of Lightning Link, ordering a further bank of games for its casino in Bad Oeynhausen.

Aristocrat Sales Director – EMEA, Erik-Jan van den Berg commented, "We were delighted in WestSpiel's decision to become European pioneers of Lightning Link. This game has generated stunning results across Australia and the United States and is now showing strong early performance figures in Europe."

Image caption: Michael Wiebeck, Spielbank Duisburg Slots Director, with Aristocrat's Lightning Link

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WestSpiel is the leading casino operator in Germany, with six casinos and more than a million visitors a year. Nearly 1,000 employees in the WestSpiel casinos and their gastronomy provide an ideal setting for safe and responsible gaming, culinary pleasure and exciting events. In 2014, the gross gaming income of the casinos in Aachen, Bad Oeynhausen, Bremen, Bremerhaven, Dortmund-Hohensyburg and Duisburg was around 83 million euros. Gaming tax of around 38 million euros was paid to the public sector in the same year.

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