

## Expansion always in all ways! NOVOMATIC Americas Unveils Next-Level Innovations and Expands Market Reach at IGA 2024

*NOVOMATIC Americas will present the all-new GOLDEN LINK™ Progressives at the IGA trade show to showcase its most comprehensive portfolio of gaming entertainment technology yet, highlighting product entertainment that promises a greater level of player engagement and enjoyment.*

**Chicago, April 8, 2024** – NOVOMATIC Americas is looking forward to showcasing its exceptional product portfolio complete with the latest entertainment innovations at booth #1236 at the Indian Gaming Association's upcoming trade show, IGA 2024, which is being held from April 9 to 11 at the Anaheim Convention Center. At this year's NOVOMATIC Americas booth, the spotlight will be on entertainment-centric cabinets, cutting-edge sports betting technology, and many thrilling Progressive link games. Tribal gaming clientele will witness a steadfast dedication to growth and enhancement, with the focus being squarely on enriching player experiences.

The exhibition will feature an extensive array of NOVOMATIC Americas product lines, boasting a diverse selection of captivating themes, core content offerings, innovative gaming systems, state-of-the-art sports betting kiosks, advanced Electronic Table Game (ETG) platforms, and dynamic, Progressive Jackpot connections.

“Our aim is to provide value to our tribal partners by expanding the range of our new game products, bonus features, and Progressive Link development,” said Rick Meitzler, President and CEO of NOVOMATIC Americas. “At IGA, we will demonstrate our commitment to delivering valuable products to our tribal casino operators. As the North American distributor for APEX PRO GAMING, we are premiering the Diamond Link series and, we are proud of our wide range of unique NOVOMATIC Progressive Links and other products which continue to meet our goal of offering our customers more opportunities to integrate successful products into their floor mix.”

Featured at the NOVOMATIC Americas booth will be their latest suite of linked progressive product lines, including the THUNDER CASH™ Gold Link, with all new themes such as Irish Locks™, Irish Grace™, Golden Dolphin's Pearl™ and Golden Book of Ra™. Dragon Plus – APEX PRO GAMING Diamond Link™ will be featured on the J-Curve 43, with a comprehensive merchandising package and four distinct themes including the feature rich Mighty Emperor™. All in all, the exciting product line will be on full display under the popular CLOVER LINK™ banner.

NOVOMATIC Americas will also have a wildly fun MONEY PARTY Fresh™ Progressive with four contemporary themes and a recent “fresh” twist to add to your casino floor. They will have compelling special show prices on the dynamic ULTRA BOOST™ Link Progressive package, which continues to chart on the Eiler's report and was nominated this year as a player favorite. ULTRA BOOST™ Link is a proven winner with desirable Jackpot mechanics and latest trigger features sure to produce rich and rewarding entertainment. With these attractive packages, popping Progressives, and a wide variety of Links, the games on display will appeal to a broad group of players.

With the latest variety of hardware solutions featuring exclusive gaming content, the DIAMOND X™ 1.55J, DIAMOND X™ 2.32, BLACK EDITION II 1.49J, V.I.P. X Royal™ 1.85, V.I.P. X Dream™ 3.43, and PANTHERA™ Curve 1.43 all provide players the perfect HD gaming and operators the proven

performance that will keep customers engaged and operators adding more to their floor. The DIAMOND X™ 1.55J curve delivers a visually compelling gaming experience. The curved screen and viewing angle enhance the suite of premium game content offered, including the enticing new MONEY PARTY™ Fresh themes. The captivating ULTRA BOOST Link™ on the PANTHERA™ Curve 1.43 creates a focal point on any casino floor with breathtaking movement, art, and incredibly winning gameplay experiences.

“At NOVOMATIC Americas, we’re gaining significant traction in the innovation of hardware and Progressive slot Links,” stated Kathleen McLaughlin, Vice President of Marketing and Corporate Sales. With the APEX PRO GAMING lineup, the exciting new NOVOMATIC Americas links, and auxiliary products, we’re confident about expanding our foothold in the Progressive sector and have made great strides.” McLaughlin goes on to say that “We’re offering IGA product pricing specials to assist our partners with quick turnaround on our innovative product segments. It’s all about gearing up for substantial growth this year, and we’re ready to make that happen.”

#### **About NOVOMATIC Americas Sales**

*Established in North America in 2012, NOVOMATIC Americas Sales has offices in Buffalo Grove, IL and Las Vegas, NV. NOVOMATIC Americas Sales is a subsidiary of the NOVOMATIC AG Group, one of the biggest international producers and operators of gaming technologies that employs more than 24,500 staff worldwide.*

*Founded by entrepreneur Professor Johann F. Graf in 1980, the Group has locations in about 50 countries and exports high-tech electronic gaming equipment and solutions to more than 100 countries. The Group operates around 214,000 gaming terminals and video lottery terminals (VLTs) in its 2,100-plus gaming operations as well as via rental concepts. Through its numerous international subsidiaries, the NOVOMATIC AG Group is fully active in all segments of the gaming industry and thus offers a diversified Omni-channel product portfolio to its partners and clients around the world. This product range includes land-based gaming products and services, management systems and cash management, online/mobile and social gaming solutions as well as sports betting solutions together with a range of sophisticated ancillary products and services. Find out more at [www.novomaticamericas.com](http://www.novomaticamericas.com)*

#### **For more information please contact:**

Kathleen McLaughlin  
Vice President, Marketing and Corporate Sales  
Buffalo Grove, Illinois  
[kmclaughlin@novomaticamericas.com](mailto:kmclaughlin@novomaticamericas.com)  
+1 702 524-4005

