



PRESS RELEASE

Terrassa, 23 April 2010

**CIRSA INCREASES ITS OPERATING PROFIT BY + 8.3% IN 2009 REACHING
209 MILLION EUROS**

- **Operating income stood at 1,648 million euros.**
- **CIRSA confirms its leadership in the sale of equipment to the hotelier sector with 52% of the domestic market.**
- **Significant growth in Latin America.**
- **CIRSA met its business commitments by sixteenth consecutive quarter.**

Cirsa Gaming Corp., a leading gaming and entertainment company, obtained an operating profit of 209 million euros in 2009, with a growth of 8.3% compared to 2008. Operating revenues amounted to 1,648 million euros.

The effective implementation of the company strategy, based on efficiency and productivity, and the selective growth of business have led the group to achieve a good level of performance for the fourth consecutive year, all in an environment characterised by worldwide crisis.

The activities of the business divisions were as follows:

CASINOS DIVISION

Revenue rose by 17%, especially given the general good behaviour of Latin American casinos, where, among other things, the brilliant opening of the Rosario City Center complex, which houses the largest casino in Latin America, should be highlighted.

Also, the enlargement of 13 halls and 24-hour business hours in Panama, as well as reforms in the casinos of Medellin and Barranquilla in Colombia and Marbella in Spain are worthy of mention. The widespread machine rollout and the introduction of poker tournaments in all our sites were other significant factors of that growth.

B2B DIVISION

In a crisis environment, the division maintains a market share of 52% on the sale of equipment to the hotelier sector, surpassing the 36,000 units annually, which has also enabled the division to meet its business plan.

SLOTS DIVISION (OPERATIONAL)

As in the other sub-sectors in Spain, the recovery in the hotelier sector machines showed a slight decrease that was offset by the containment of cost and an ambitious plan for the next rollout plan of around 8,000 machines.

Results in Italy deserve special mention, with a revenue growth of 17%, based on an improved product offering and distribution channel management.

Sportium accomplished its business objectives in 2009. It has 83 outlets and covers a wide range of different sports, reaching almost 200,000 bets per week at year end.

BINGO DIVISION

The drop of 16% on the sale of cards in Spain has been partially offset by increased revenue of machines by 19%, thanks to the offer of e-bingo (electronic bingo), and a strict programme to reduce costs, which has led the division to meet its annual targets.

The bingos in Italy maintained their revenue for the year 2008, mainly as a result of legislative change in the fee reduction that also resulted in higher prizes and a major increase in the number of visits.

In Mexico, the number of halls is 19 at the end of 2009. The business was affected by the implementation of smoke-free legislation and the temporary closure of facilities in April and May because of the impact of H1N1 influenza. Despite these drawbacks and thanks to the successful launch, allowed by the new regulation of Class III machines (Casinos machines), Mexico reached equilibrium in the last quarter.

PROJECTS

- Consolidating the Rosario Casino, in Argentina, inaugurated on 15 October and which, in two months and a half, received a million and a half visitors.
- The opening of the Valencia Casino is scheduled for this coming July. At 4,000 square metres, it will feature 22 gaming tables, 135 slot machines, a poker room, café, restaurant and a floating stage.

- Sportium plans to extend its offer, which will exceed 100 sports betting points of sale in the Community of Madrid.
- Italy will implement the new business video-lottery (VLT) installing more than 2,500 machines, which will form part of the new offer in bingo halls, betting halls and gambling halls.
- Mexico will expand five of the 19 existing halls under the Casinolife concept, a gaming offer that combines electronic bingo halls, classic bingo, live shows, Sports Book (sports betting) and restaurants that will contribute to the final consolidation of the business in the country.

In a difficult and complex economic environment, Cirsa is confident it will achieve its objectives for 2010 through the organic growth of its business in the countries where it operates (Spain, Italy and Latin America), increasing efficiency and productivity, and completion of the projects described.

Cirsa Gaming Corp. is a world leader in gaming and entertainment. It belongs to Nortia Corporation and has 26 casinos, 48 electronic casinos, 62,000 gaming machines, 90 bingo halls, 190 gaming halls, 92 sports betting points of sale and 926 video lottery terminals.

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