



PRESS RELEASE

3rd ANNUAL ECA EUROPEAN DEALER CHAMPIONSHIP CASINO COSMOPOL, MALMÖ, 21-22 APRIL 2009

Brussels, 15 April 2009 --- The 3rd European Dealer Championship will take place on 21 and 22 April 2009 at Casino Cosmopol in Malmö, Sweden. For this event 31 of Europe's top dealers will travel to Malmö to demonstrate their skills and craftsmanship at the Blackjack and American Roulette tables – two of the world's most popular table games.

Launched in 2007, the European Casino Association's (ECA) annual European Dealer Championship has already firmly established itself as a key event on the European gaming calendar. The championship aims to demonstrate the high level of professionalism among dealers in Europe and celebrate best practices in creating a welcoming, fun, safe and fair environment in European casinos.

"A good dealer might make it look simple, but dealing a table game is no easy matter. It takes a true professional to deal a busy Blackjack or Roulette table and still entertain guests at the same time," said ECA Chairman Ron Goudsmit. "To serve casino guests in a professional manner, dealers need a range of skills that extend from hospitality and communication skills to technical expertise, discretion and control of the game."

The ECA Dealer Championship 2008 was won by Mauro Zaia from Casinò de Venezia in Italy, who beat finalists from 16 countries in a two-day showcase final. Interest in the 2009 event has been higher still, with 31 participants coming from 19 countries across Europe, including new entries from France, Slovenia and Switzerland.

The ECA and its members understand and recognize that high quality training is crucial to learning the skills needed to become a good and qualified dealer. The ECA actively promotes training and supports its members in their ongoing efforts to improve customer service and professionalism in Europe's casinos. The European Dealer Championship underlines this policy and also provides members with an ideal opportunity to get together, exchange information and expand their networks.

The ECA 3rd European Dealer Championship is sponsored by Novomatic, GPI, TCS John Huxley, Fournier, CARD Shuffle Master and ICS-Europe.

European Casino Association

The ECA represents the interests of 950 casinos and 80,000 employees in 23 countries across Europe. Founded in the early 1990's as the European Casino Forum, the ECA has grown steadily over the years and today includes members from the majority of the EU's member states, Switzerland and Serbia.

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