

PlayCity Casinos

Release date: June 13th, 2018 • Embargo date: immediate release



FROM DUSK TILL DAWN



NOVOMATIC premieres From Dusk Till Dawn™ in Mexico with PlayCity

The NOVOMATIC slot game based on the infamous vampire road movie From Dusk Till Dawn™ brings filmmakers Quentin Tarantino and Robert Rodriguez to the casino floor for the first time – and has now landed in Mexico. A wide-scale event of NOVOMATIC and Televisa, owner of leading operator PlayCity Casinos, launched the game at 16 venues throughout the country.

From Dusk Till Dawn™ is part of NOVOMATIC's recent strategy to develop a string of omni-channel IP titles. Featuring the likes of George Clooney, Salma Hayek and Juliette Lewis, players are taken on an action-packed journey to Mexico. A well-rounded combination of proven NOVOMATIC math, explosive gameplay and sounds, a raft of bonuses and 2-level progressive jackpot appeals to a diverse range of slot enthusiasts. The game rolled out at all PlayCity casinos on the leading V.I.P. Lounge™ 2.32 cabinet, already a hit in Mexico.

To mark the premiere, launch parties took place simultaneously at every venue. TV spots for the game launch aired in the week running up to the event for all casinos, making this the biggest ever launch of a themed slot title in Mexico. The headline event took place at PlayCity Casino Plaza Real in Monterrey where giant screens welcomed visitors with clips from the various game bonuses.

Players were instantly drawn to the game and reactions on the night were outstanding: "Great cabinet, great game, you tricked me into staying all night!" said one customer. "The best part is that the bonus gives what men or women want," said another. This themed title follows the success of a wide range of NOVOMATIC slots, bingo games and cabinets already popular in Mexico.

Judith Barrientos, Sales Manager Crown Gaming Mexico, said: "It was a challenge to launch a single game when our multi-games have become so well established in Mexico. From Dusk Till Dawn™ shows that NOVOMATIC is more than all the classics and taking the brand out of its comfort zone also produces great results. The launch night was very successful and I am really thankful to PlayCity, without them, this would not have been possible."

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About NOVOMATIC

The NOVOMATIC Group is one of the biggest international producers and operators of gaming technologies and employs around 30,000 staff worldwide. Founded by entrepreneur Professor Johann F. Graf in 1980, the Group has locations in more than 50 countries and exports high-tech electronic gaming equipment and solutions to more than 75 countries. The Group operates around 270,000 gaming terminals and video lottery terminals (VLTs) in its some 2,100 plus gaming operations as well as via rental concepts.

Through its numerous international subsidiaries, the NOVOMATIC 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 lottery and sports betting solutions together with a range of sophisticated ancillary products and services.

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