

PRESS RELEASE
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Gaming in Monaco
**Roaming pop-up casinos
that give gaming a new image**



*Miralem Pjanic, the star ambassador of the Blue Gin pop-up casino
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The Monte-Carlo Société des Bains de Mer casinos continue to pursue a strategy of innovation to bring a new image to gaming in France and Europe. For the 2018 summer season, the Sun Casino is creating a sensation with roaming casinos popping up in the Principality's flagship establishments; this is a first in Europe! Consequently, there will be gaming tables and croupiers in the Blue Gin, the lounge bar of the Monte-Carlo Bay Hotel & Resort, between 2 and 25 August 2018 and at the Nikki Beach on 5, 6 and 7 August 2018. For the occasion, the Sun Casino and the Blue Gin have chosen a high-profile ambassador: the footballer Miralem Pjanic, the midfielder player for Turin-based Juventus.

Bringing the thrill of the casino to its clients: this summer, the Sun Casino is partnering with the Monte-Carlo Bay Hotel & Resort and the Nikki Beach to offer a completely exclusive experience full of the fun and excitement of gaming. From 2 to 25 August 2018, on Thursdays, Fridays and Saturdays, the Blue Gin, one of the most popular lounge bars in Monaco well-known for its chic, casual atmosphere, will have gaming tables from 8:00 pm: there will be roulette and Black Jack tables on the terrace to make the most of the spectacular view of the Mediterranean Sea. Something new will also be unveiled for the first time: the

roulette will include a new “Monte-Carlo” pocket that will make it possible to win 35 times your bet and a champagne celebration! This will add an extra dose of adrenaline, conviviality and pleasure in a superb setting suspended between sky and sea.

The star ambassador of the event will be the Bosnian footballer Miralem Pjanic, who currently plays for Juventus in Turin. Miralem Pjanic, who has only recently turned 28, began his brilliant career in France, with FC Metz and then Olympique Lyonnais, before joining AS Roma in 2011. In 2016, he joined the Juventus football club in Turin, where he chose to wear number 5 as a tribute to his idol, Zinédine Zidane. He won the Italian Cup in 2018. A genuine and generous person, he brings to the event his reputation with a broad public, and young people in particular, across a print and digital campaign.

“We are very happy to be partnered with Miralem Pjanic and that he agreed to be the ambassador for our new concept,” says Pascal Camia, Chief Executive, Gaming, of Monte-Carlo Société des Bains de Mer. “We are taking gaming to our clients! Following a successful test at the Nikki Beach in 2017, we decided to deploy our partnership expertise with establishments whose convivial and festive spirit we share. This is a new initiative in France and Europe, and an opportunity for us to open up the thrill of casino gaming to a new public and encourage them take it further. We are becoming a creator of unusual experiences that are helping the development of a new image for Gaming”.

“The Monaco art de vivre is concentrated in the Monte-Carlo Bay Hotel & Resort, a place with a unique outlook where all desires and styles are expressed through events that never cease to surprise! By bringing gaming to the Blue Gin, we are updating the codes of the casino: it is becoming a key place for night life player, right where clients like to meet up with friends, get away from it all and party,” concludes Frédéric Darnet, the Managing Director of the Monte-Carlo Bay Hotel & Resort.

From 5 to 7 August 2018, the Nikki Beach will in turn host 3 Black Jack and Poker Texas Hold'em Ultimate tables, from 2 pm until 1 in the morning. This exceptional operation will begin on Sunday 5 August with fun, celebratory activities. It will be a unique occasion to play on the most popular roof top in the Principality and to fully enjoy the sweet Monaco evening.

The roaming casinos will of course be open to members of the My Monte Carlo programme, the free loyalty programme created by Monte-Carlo Société des Bains de Mer. Indeed, customers of Casino de Monte-Carlo, Sun Casino, Casino Café de Paris and Monte-Carlo Bay Casino will have the opportunity to benefit from guidance and exclusive advantages in all of its experiences.

About the Blue Gin

Nicknamed the Waterfront of the Principality, the Blue Gin offers a breath-taking view of the Mediterranean Sea. Cosy and quiet on the inside, and open and maritime on the outside, it is one of the leading lounge bars of the summer season, with a selection of creative drinks and a food menu put together by the Michelin-starred chef Marcel Ravin. As for music, the excellent resident DJ, Nicolas Saad, brings his disco funk sounds to the turntables every Thursday, Friday and Saturday. And to celebrate the gaming theme, the famous Black Jack cocktail, which is a blend of Jack Daniel's, Cointreau, raspberry and blueberry, will take pride of place.

An ideal spot for a “before” party, the Blue Gin is only minutes from the new COYA Monte-Carlo, a resolutely hybrid and festive restaurant, and from the Jimmy’z Monte-Carlo, the clubbing temple of the French Riviera. The best of Monaco’s nightlife are brought together on the Laravotto peninsula for the pleasure of both international and local clients!

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#Suncasino #Casinonemade #Innovation #MyMonteCarlo



Monaco, the most beautiful and the most exclusive gaming destination in Europe

Monaco offers a unique gaming experience, a blend of tradition and innovation, in an exceptional setting. For over 150 years, Monte-Carlo Société des Bains de Mer group has imposed an image of excellence in the universe of luxury tourism, unrivalled in Europe, with high-end hotels, gastronomy, entertainment, shopping and well-being. The historic and founding gaming business, which forms the company’s identity, today asserts itself as the standard-bearer of this offer, thanks to the worldwide reputation of Monaco and its Casinos in the field of gaming, and thanks to its unique expertise, which is continually added to with international best practices.

The gaming business today revolves around four casinos with specific identities and offers:

Luxury Gaming at Casino de Monte-Carlo, the most prestigious venue in Europe, which offers exceptional events all year round;

The new Casino Café de Paris, offering the most innovative selection of slot machines in Europe, a new offering of gaming tables and two outdoor terraces to win over local clientèle, from Cannes to San Remo;

Sun Casino, a friendly and festive “American-style” venue, for international customers visiting Monaco; a “casino-destination” within a hotel with 600 rooms, which unveiled its new face at the end of 2016;

Monte-Carlo Bay Casino, which is connecting the Casino experience to the Resort experience in Monte-Carlo Bay Hotel & Resort, a chic and relaxed luxury establishment exceptionally, located near the Mediterranean Sea, with outdoor areas without comparison in the Principality and inventive and daring cuisine thanks to the talents of star-awarded chef, Marcel Ravin.