

MONTE-CARLO
SOCIÉTÉ DES BAINS DE MER



PRESS RELEASE

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James Bond slot machines at Casino de Monte-Carlo Thursday 25 July 2019

For the launch of the new "James Bond" slot machines in Salle Europe, Casino de Monte-Carlo is inviting My Monte-Carlo members with Gold status and above to an exceptional cocktail on Thursday 25 July at 7.00pm. Guests will be transported into the universe of the most famous spy ever, "Agent 007™". The luxury gaming temple is widening its offering by proposing a brand new entertainment experience.

The universe of James Bond left its gloss on the image of Casino de Monte-Carlo in 1983 with the film *Never Say Never Again*, then in 1995 with the iconic Pierce Brosnan in *GoldenEye* at the Casino. Then, it left more than gloss and was instead a veritable incarnation.

For this special evening, Casino de Monte-Carlo invites its loyal customers to discover this glamorous world where the vodka-Martini steals the day. Upon their arrival, guests can admire the display of collector Aston Martins at the entrance to Casino de Monte-Carlo. Then, they will enter Casino de Monte-Carlo and their immersion in the universe of the British spy will reach its peak. A stylish and surprising cocktail will be served in the Atrium of the Casino from 7.00pm to 8.30pm, before the machines are unveiled in Salle Europe.

Musical entertainment, live music and dedicated scenery will plunge guests into the universe of the famous secret agent with its codes and unique aesthetics. Some will make the experience last well beyond the evening, with an Omega watch, 48 hours in an Aston Martin and many other surprises offered from an exceptional prize draw.

These eight new immersive slot machines related to the different sagas of James Bond™ (Goldfinger, Thunderball, Casino Royale, etc.) join the offer of over 1,000 slot machines in Monte-Carlo Société des Bains de Mer establishments.

These new slot machines in the middle of Salle Europe, traditionally dedicated to table games, will appeal to players seeking thrills and distraction.

There is only one step from the new James Bond™ slot machines to the craps table, which this new generation of customers will have fun taking.

The offering is part of the metamorphosis of Casino de Monte-Carlo and the development of the "So Monte-Carlo" experience led by Pascal Camia, Chief Executive, Gaming, Monte-Carlo Société des Bains de Mer, and his teams.

"Creating unique events and new experiences for our players is part of our vision: to be and to remain the most beautiful and the most exclusive gaming destination in Europe. James Bond™ and Casino de Monte-Carlo are closely linked, therefore it seemed obvious to offer our customers this unique moment during which the spirit of the famous British spy will come alive for one night" , explains Pascal Camia, Chief Executive, Gaming, Monte-Carlo Société des Bains de Mer.

The art of hospitality by My Monte-Carlo

Offered as an exclusive preview to its members, the Dolce Vita event is part of the exclusive experiences provided within the framework of the My Monte-Carlo loyalty programme, which today has over 27,000 members. The programme is open free of charge to customers of the casinos and all of the establishments of Monte-Carlo Société des Bains de Mer. Thanks to Loyalty Points earned, customers can benefit from numerous advantages to play (free entrance and valet parking for Casino de Monte-Carlo, access to private rooms, participation in exceptional evenings and tournaments, etc.), to stay in Monaco (upgrade and special welcome pack provided in the room, access to the well-being spaces of the Resort, early check-in and late check-out, transfer by limousine from Nice, etc.), but also to eat, go shopping and enjoy entertainment with the best seats proposed for events and shows.

About Monte-Carlo Société des Bains de Mer

Since 1863, Monte-Carlo Société des Bains de Mer has been offering a unique Art of Living, a one-of-a-kind resort with four casinos, including the prestigious Casino de Monte-Carlo, four hotels (Hôtel de Paris Monte-Carlo, Hôtel Hermitage Monte-Carlo, Monte-Carlo Beach, Monte-Carlo Bay Hotel & Resort), the Thermes Marins Monte-Carlo spa, dedicated to well-being and preventive health, 30 restaurants including five that together have seven Michelin Guide stars. A hub of night-life, the Group offers an incredible selection of events, including the Monte-Carlo Sporting Summer Festival and the Monte-Carlo Jazz Festival. At the end of 2018, Monte-Carlo Société des Bains de Mer is completing four years of transformation works dedicated to Hôtel de Paris Monte-Carlo and to the creation of a new district around Place du Casino, One Monte-Carlo, with luxury accommodation, shops, restaurants and a conference centre. The vision of Groupe Monte-Carlo Société des Bains de Mer for 2020 is to make Monte-Carlo the most exclusive experience in Europe.

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