

FOR IMMEDIATE RELEASE –October 25, 2012

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RMC GAMING MANAGEMENT REFLECTS ON ITS RECENT EXPERIENCE WORKING IN THE ASIAN GAMING MARKET IN *GLOBAL GAMING BUSINESS MAGAZINE*

Las Vegas, Nevada – October 25, 2012 – Gaming veteran and RMC Gaming Management principal partner David S. Schugar recently returned from an extensive management assignment in the Asian casino market, and he was recently featured in the October, 2012 issue of *Global Gaming Business Magazine* where he shares his thoughts and experiences of working in the rapidly expanding Asian casino market. He notes the importance of understanding the Asian player and how U.S.-based casino operations can ultimately benefit by attracting Asian market share to their properties.

Mr. Schugar notes that “*casino gaming continues to expand across the globe with very little indication of slowing down... With this expansion, there is much to be said about the variations found in these casino gaming markets, especially the effective marketing techniques that take into account unique challenges to the Asian market.*”

He points out several similarities and differences between the U.S. and Asian markets including the underutilization of Rolling Chip Programs in the United States as these programs are the primary method for high-end table game play in Asia and provide as much as 70 percent of the gaming revenue in Macau.

“Marketing to the Asian player is as delicate as it is lucrative,” states Mr. Schugar. “This is why nothing can be taken for granted when it comes to providing the complete gaming and hospitality experience to the Asian gambler and a keen understanding of Asian tradition and expectations is paramount to attracting this type of player.

In addition, Mr. Schugar notes that Asian casino markets rely heavily on credit and junket operators – a practice that has been widely phased out of the U.S. casino gaming markets over the past several decades.

Despite the challenges presented by the Asian casino gambler, Mr. Schugar is optimistic that with the correct strategies being properly implemented, any casino property has potential to cater towards the Asian player and increase their bottom line. *“To properly cater to this growing market segment, U.S. casino properties must truly understand the foreign player’s experiences and needs. In addition, those U.S. companies that are seeking to expand into the outlying Asian gaming market, be they operators, suppliers, or associated businesses, must have a keen understanding of the unique aspects of the Asian landscape to properly integrate into the market.”*

“RMC G.M. was created to assist casino owners and their financial backers achieve the maximum return on their investment,” says Principal, David Schugar. “As the casino gaming industry is experiencing a new sense of normal, it is RMC G.M.’s goal to assist equity holders in rebalancing their operations so that they can navigate these challenging times and come out a stronger, healthier enterprise.”

About Us:

RMC G.M. – Founded in 2011, RMC Gaming Management, LLC (www.rmcmgm.com) is a casino management company that came as the direct result of a joint venture between senior gaming consultants and gaming and hospitality expert David S. Schugar. It is led by its principal founders through a vast network of respected and experienced casino gaming professionals with decades of experience working in the international commercial and tribal casino gaming markets. This combination of gaming hospitality executives and regulatory-minded legal personnel forms a highly balanced team that delivers valuable management results to casino and casino-resort properties throughout the world.

For additional information on the services RMC G.M. provides, contact David S. Schugar at 702-900-2130, Schugar@rmcmgm.com or online at www.rmcmgm.com

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