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## Silver Heritage in management deal for Siem Reap

Silver Heritage Limited, a casino investment and management company with operations throughout the Asia Pacific region, has signed an agreement to run the gaming operations of a proposed new casino resort at Siem Reap, Cambodia.

"It's a memorandum of understanding covering up to 500 electronic table and slot games," says Mike Bolsover, Chief Executive Officer of SHL.

"It's one of at least four opportunities of this scale we are looking at in Southeast Asia set to launch between now and 2011," he adds.

The arrangement is with the developer of the Siem Reap project—a consortium led by South Korea's Inter City Group. The consortium has already given financial guarantees on the project to the Cambodian government and is currently working to complete funding on the first phase of the development.

SHL already has a successful track record operating small to medium size slot clubs and automated casino installations in the region including 60 gaming machines at NagaWorld in Phnom Penh, in addition to managing entire floors of electronic casino tables such as at its operations at Dansavanh Casino in Laos.

"We're now generating enough cash flow from our existing businesses to enable us to expand comfortably into larger operations," said Mr Bolsover.

Intercity may bring in a specialist experienced team to run the live tables and VIP rooms in Siem Reap property.

SHL adds that its knowledge of automated and live table games in addition to slots and slot management systems will help to maximise the operational efficiency of the site.

Ben Lee, Chief Operations Officer of Gaming for the Siem Reap project,

welcomed Silver Heritage to the venture.

"I've worked with Silver Heritage on other projects and always found the company's flexibility, responsiveness and commitment to the casino host's needs one of their key competitive edges. Silver Heritage will be one of two partners we will be working with in this area, and I have no doubt that they will add immense value to our gaming marketing edge" added Mr Lee.