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JCM
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Reno Office Opens Release
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JCM AMERICAN OPENS OFFICE IN RENO, NEVADA

***Office Includes Full-Time Sales and Service Representatives;
Serves Northern Nevada, California, Oregon, Washington***

LAS VEGAS (May XX, 2005) – Leading currency solutions provider JCM American has opened a sales and service office in Reno, Nev. The office, located at 9410 Prototype Drive, Suite 22, in Reno, is staffed by full-time sales and service representatives and serves territories in Northern Nevada, Northern California, and all of Oregon and Washington.

With the office opening, Rob Friedl has joined JCM as Sales Manager. Friedl has an extensive sales background, including a four-year stint in Reno representing pharmaceutical company Merck & Co. Joining Friedl in Reno is Joe Chen as a full-time Service Technician. Chen has an impressive technical background including a degree in electrical engineering. Prior to JCM, Chen worked at NCR in Sparks, Nev., Crime Watch in San Francisco and the Peppermill Hotel/Casino in Reno.

JCM Vice President of Sales Mark Henderson said, "It is absolutely critical to have full-time sales and service personnel in these markets. Rob knows the area extremely well, and Joe is as good as they get in our service department. These territories will be very well served by these gentlemen."

The office can be reached by calling (775) 852-9244. Friedl can also be reached via email at rfriedl@jcm-american.com. JCM was recently honored by *Casino Journal*, which named JCM's UBA bill validator as one of the "Top 20 Most Innovative Gaming Technology Products for 2004."

About JCM

JCM American Corporation is the industry leader in currency handling systems and provides products, software and services to the gaming, vending, banking, amusement, and petroleum industries. Since 1995, its products have validated an estimated \$2.2 trillion in currency for the gaming industry alone. From its international headquarters in Osaka, Japan, and subsidiaries in Düsseldorf, Hong Kong, London, Sydney and its U.S. headquarters in Las Vegas, JCM's progressive spirit continually sets worldwide industry standards with innovative products such as the World Bill Acceptor (WBA), Universal Bill Acceptor (UBA), Trident Table Safe System and Intelligent Cash Box (ICB). For more information, visit www.jcm-american.com.

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