



www.jcm-american.com

NEWS RELEASE

925 PILOT ROAD • LAS VEGAS • NEVADA 89119 • 702-651-0000 • FAX 702-651-9912

JCM, BETSON IMPERIAL COMBINE FORCES TO CREATE SUPPLIER POWERHOUSE

Agreement Covers Amusement, Gaming, Vending Industries

LAS VEGAS (July 7, 2005) – In a historic agreement, JCM American Corporation and Betson Imperial have joined forces to create a powerhouse network for automated transaction products. Under the agreement, Betson Imperial will sell, distribute and service JCM products, touching all markets the companies do business in, including the amusement, gaming, lottery and vending industries.

Under the agreement, which takes effect immediately, Betson Imperial will sell, distribute and service all JCM vending products, including the revolutionary new Optipay Vending System; amusement products; Tavis monitors; and gaming parts and units based on area and jurisdiction.

JCM Vice President of Marketing Tom Nieman said, “We are very pleased to enter into this agreement. Over the last eight years, JCM products have validated an estimated \$2.2 trillion in the gaming industry alone, now combine that history of success with Betson’s parallel history in the coin-op world, and the result is a relationship and a shared knowledge base that will be extremely beneficial to customers in all of the industries the two companies serve.”

Betson Imperial’s Director of Technical Services Rob Zigmont said, “Betson has a long history in the amusement and vending industries, and JCM is unrivaled in the gaming industry. Bringing the two companies together creates an energetic force that is uniquely equipped for today’s business environment.”

(more)

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.

About Betson

Betson Enterprises is celebrating 71 years in the coin-op industry. The company's roots are in distribution, both amusement and vending, and in recent years the company has expanded its parts and service business and has successfully manufactured and marketed classic games such as *Cruis'n Exotica*, *Rush 2049*, and *Arctic Thunder*. Recently Betson teamed with new game development company Raw Thrills, leading to such hits as *Target: Terror* and the smash hit driving game *The Fast and the Furious*. For more information, visit www.betson.com.

###

Contact: Paul Speirs, Steinbeck Communications
(702) 413-4278, paulspeirs@cox.net