
Storm International Is To Open WorldLevel Casino In Armenia

RIA Oreanda - Economic News - 16/4/2008

Yerevan. ">OREANDA-NEWS . April 16, 2008. Several months ago, Storm International became partners in Cleopatra Casino, then the biggest casino in Yerevan, with the intention to develop the property into a luxury facility that would meet all international standards.

Together with Multi Group Company owned by Gagik Tsarukyan, Storm International has constructed the most impressive gaming facility in the region.

The new casino will officially open on April 16th, with the Grand Opening scheduled for May 2nd. The competitive advantages of the facility are based on the recognized high standards of Storm International gaming operations, innovative design, variety of services and a high level of comfort and security. In the process it has raised the local gaming market to a higher level, with competitors already looking at raising their standards in order to be able to compete.

The complex area now is 2400 sq. m with a planned expansion of a further 800 sq.m by the end of the year. The gaming configuration for the main floor is for an initial 12 tables (with the possibility to introduce more tables if required) plus a poker room for the increasingly popular game of Texas Hold em and a multi-level slot area with 85 state-of-the-art machines. There are 3 bars, a restaurant and a fully equipped stage for show programmes and music concerts. It has a parking capacity for 100 cars.

The property is designed in Art Deco style, using only the finest materials, including imported wood, the finest Armenian mosaic art, fine carpets, intricate and original wrought iron and beautiful stained glass as well as state of the art ventilation and air-conditioning.

Together with my partners we believe in the future of Armenia and are proving our belief by introducing a facility that will meet and exceed the highest International standards", said Michael Boettcher, President of Storm International.

The casino will operate in compliance with Storm s Responsible Gaming Programme, introduced by Storm International several years ago.

The programme includes the provision of specially printed materials devoted to problem gambling, a ban on gambling for the psychologically unstable and strict control in the properties through training the staff who are in direct contact with players, to recognize problem gamblers and counsel them accordingly. Storm International was the first company in Russia to raise and enforce the minimum age to enter a gaming property to 21 and will continue that policy in Armenia.

A professional Storm International Croupier School has been opened in Yerevan, thus adding experienced personnel to the local market.

Furthermore, salaries at Storm International are traditionally above the average and working conditions comply with all social standards, including clean and spacious staff rooms, canteens, adequate changing facilities, modern and comfortable uniforms as well as transport to and from work.

The Grand Opening promises to be one of the most memorable events of the year, an invitation only event to proudly display the achievement that is Shangri La. World-famous Toto Cutugno will be the headline act, along with other performers including "Blestyaschie" for the benefit of the invited guests. This will not be the only bright night in Shangri La, as there will be frequent high-level show programs as well as live music that will entertain our guests. A new star has been born in Armenia - and that star is Shangri La.
