



**Global Approach**  
Limited  
ABN 27 009 118 861

14th Floor, 145 Eagle St  
Brisbane, Qld 4000

GPO Box 996  
Brisbane, Qld 4001

Ph: 61-7-3317 2226  
Fax: 61-7-3317 2243

## **ASX AND PRESS RELEASE**

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### **MUSIC HALL CASINO EXPANDS WITH SIX NEW CASINO GAMES**

The Board of Global Approach Limited (ASX code GLO) is pleased to announce further expansion to the Music Hall Casino (MHC) with six new casino games taking the total up to 84 games. This will be followed by further additional games being introduced on the 28<sup>th</sup> October 2004. In addition to the expansion, the casino is showing early indications of a profitable financial year being achieved with profits being generated from the casino operation for July and August 2004. The MHC recorded a record monthly gaming turnover of over AUD\$10 million which compares with AUD\$46.8 million for the 6 months to 30<sup>th</sup> June 2004.

“The Music Hall Casino has shown encouraging signs of growth in July, August and September to date indicating that we may have reached the turning point”, said Mr David Barwick, Executive Chairman of GLO. “Continual marketing and the introduction of six new casino games has contributed to this growth”.

#### **New Casino Games**

Six new casino games were introduced to players in the Music Hall Casino in August including 2 new table games, 3 new slot games and 1 new progressive slot. The additions are part of an ongoing program to continually revitalize the casino and ensure players keep coming back. The new games also provide marketing and promotional opportunities to keep the number of registered players growing. As of August 2004, the MHC has over 33,000 registered players from 127 countries throughout the world. Music Hall Casino, however, does not accept bets from Australians which is in line with Federal regulations.

Mr Barwick, Executive Chairman of Global, stated that the strategy of the board in spending funds on marketing in the first six months of its acquisition of MHC ([www.musichallcasino.com](http://www.musichallcasino.com)) appeared to be working based on profitability of the first 12 weeks of the new financial year.



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Marketing funds are spent on a combination of activities including player bonuses, affiliate programs and paid advertising. Player bonuses include contributions made by the casino into player accounts under certain play conditions to reward loyal players. Affiliate programs include percentage payments made to 3<sup>rd</sup> party marketing companies for introducing new players. Paid advertising include fixed payments made to high traffic casino sites for running banners and other exposure type advertising for the casino.

For more information, please contact:

David Barwick, Executive Chairman

Email: [davidb@globalapproach.com.au](mailto:davidb@globalapproach.com.au)

Web: [www.globalapproach.com.au](http://www.globalapproach.com.au)