


















PURE Canadian Gaming

1945 1945: Heinz Oldach is born in Germany 	1952 1952: Heinz moves to Canada with his parents 	1961 1961: Heinz drops out of school to work as a floorsweeper for Acme Amusements (carnival amusement ride business) 
1967 1967: Heinz is promoted to General Manager of the carnival rides arm of Acme 	1973 1973: Heinz buys the carnival company and incorporates Albert Bingo Supplies (ABS) 	1975 1975: Heinz purchases a few Blackjack tables and begins to compete in the Casino business 
1981 1981: Heinz opens the first permanent ABS casino in a 10,000 ft ² refurbished warehouse on 112 St north of Jasper Ave 	1986 1986: Casino Edmonton opened 	1987 1987: Heinz sells the midway rides and bingo supplies business, and buys out his partner 
1991 1991: Casino ABS on 102 Ave & 112 St Edmonton opens 	1997 1997: Casino Calgary opens in May 	2000 2000: Casino Yellowhead opens in August 
2004 2004: Casino Lethbridge relocates to its present location in August 	2012 2012: New Management Group purchases Casino Edmonton, Casino Yellowhead, Casino Calgary and Casino Lethbridge 	2013 2013: New Management Team rebrands all four properties under the Pure Canadian Gaming name 

The Alberta gaming market has a brand new game in town. Formerly known as Casino ABS, the new PURE Canadian Gaming (PCG) brand reflects the passion that George Goldhoff, President and CEO, has for PCG's service promise: "PURE service, PURE Rewards and PURE Entertainment."



Casino

PURE
CANADIAN GAMING

“We have listened to what our guests and staff want and have responded to their desires by enhancing the appearance of our properties, strengthening our service standards and improving our Players Club; The all new PURE Rewards—the most generous and easy to use casino Loyalty Club in Alberta!” says Goldhoff.

PCG's family of casinos live all across communities in Alberta. It employs over 1,000 personnel and operates four full service casinos in Alberta—Casino Calgary, Casino Lethbridge, Casino Edmonton, and Casino Yellowhead—with over 2,900 slot machines and VLT's, over 80 live-action table games, and 4 poker rooms. It is an experienced Canadian casino operator and the largest of its kind in the province.

As pioneers in the western Canadian gaming business since 1973, PCG continues to evolve to serve its loyal guests, which it has done for 40 years. And although the company was renamed in 2013, PCG's history goes back to 1973 with the inception of Alberta Bingo Supplies, which became known as Casino ABS.

Heinz Oldach built Casino ABS into one of Alberta's best gaming companies and the current leadership is committed to carrying his legacy into a new era. PCG offers Albertans better customer service, a higher level of entertainment, one of Alberta's most popular player's club rewards program, and a strong commitment to the communities in which PCG lives and works.

In addition, PCG's casinos in Edmonton and Calgary features fresh new updates with new flooring, renovated restrooms, new wall coverings, new table felts and bumpers, and new gaming chips. The Food and Beverage department offerings are enhanced with new menus and a fresh new Noodle Bar concept designed in contemporary Asian décor and theme. The slot floor has also been redesigned for player comfort, making it easier to move around and find their favourite machines. PCG's new entertainment lineup features the classics in Canadian rock with the Rockin' Alberta Tour and—what's more—entertainment at PCG casinos is offered free to Players Club members.

“Everything that makes our guests feel welcome and entertained is our focus. We are continuing to update our image to reflect our new brand, and improve our players' experience,” says Goldhoff, “PURE Canadian Gaming is committed to offering the best in service, loyalty rewards and entertaining experiences at our Casinos in Alberta. Our customers expect us to grow

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with the industry and we have listened. All of our changes are designed with our guests in mind.” ■

For more, visit PCG's new website at www.purecanadiangaming.com



ANALYTICS

The Game Changer.

The RCMP estimates that \$5 billion to \$15 billion was laundered in 2011. Casinos are not immune. Prevent fraud with a single version of the truth.

For more information on SAS® Anti-Money Laundering solutions for casinos, contact Andrew.Bowden@sas.com.


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