

**Online Casino News 04.12.2004**

**MECN Publishes Investor Relations Report**

Consultancy firm MECN has released a report this week that emphasises the importance of educating the public about the iGaming industry in order to improve investor relations. Over 100 investors and gambling companies provided insights into the current status of gambling investments, opportunities and challenges.

A survey conducted by the company revealed that 85% of financial investors cited 'ethical reasons'; while 75% listed 'limited know-how about the industry' as the main reasons they are reluctant to invest. MECN warns that these problems are largely of the industry's own making: "Many gambling companies do not even see ethical issues as highly relevant for investors. In addition, many gambling companies only offer limited company and industry information to investors, information that could dispel their scepticism." Said Martin Oelbermann, author of the study, "Only few company websites and annual reports offer information about the industry itself. In our view, such information is a must if investors new to the gambling industry are to be attracted."

However, Oelbermann found that investor relations of William Hill, IGT, and Fluxx are ranked top among leading companies in the gambling/gaming industry, the American Gaming Association, have been exemplary in providing information and educating investors about the industry.