



Public tender offer for all publicly held bearer shares listed on the stock exchange of Escor Casinos & Entertainment AG, Duedingen (CH)

Pratteln, September 16, 2011

Highlight Communications AG, Pratteln (**Highlight**) pre-announced today its public tender offer for all publicly held bearer shares listed on the stock exchange of Escor Casinos & Entertainment AG, Duedingen (CH) (**Escor**). The offer price amounts to CHF 17.50 per bearer share and the offer period presumably runs from 10 October until 4 November 2011, 16.00. The offer price lies 9.375% above the closing price of the Escor-share of 15 September 2011 (CHF 16.00). The offer prospectus shall presumably be published on 23 September 2011. All documents that are relevant for the offer can be found on the internet at www.highlight-communications.ch.

Highlight (incl. persons acting in concert with Highlight) already holds 31.31% of the voting rights and the share capital of Escor. Highlight intends to increase its participation in Escor by means of the public take over offer to at least 50.01%. Highlight is convinced that an enhanced cooperation between Escor and Highlight shall strengthen the market positions of both companies. The closer cooperation and in particular, the usage of the know-how provided by Highlight concerning the marketing of top events and development of entertainment offers, should lead to a successful setup of entertainment offers of Escor and the possibility to operate in new markets, in particular in the fields of "Virtual Reality". Additionally, Highlight intends to support the strategic realignment, which has been announced by Escor.

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The public tender offer is, according to the pre-announcement, subject to the following offer restrictions:

General / Allgemein

The public tender offer described in the pre-announcement is not directly or indirectly made in a country or jurisdiction in which such offer would be illegal, otherwise violate the applicable law or an ordinance or which would require the offeror to change the terms or conditions of the offer in any way, to submit an additional application to or to perform additional actions in relation to any state, regulatory or legal authority. It is not intended to extend the offer to any such country or such jurisdiction. Documents relating to the offer must neither be distributed in such countries or jurisdictions nor be sent to such countries or jurisdictions. Such documents must not be used for the purpose of soliciting the purchase of securities of ESCOR by anyone from such countries or jurisdictions.

Das in der Voranmeldung beschriebene öffentliche Kaufangebot wird weder direkt noch indirekt in einem Land oder einer Rechtsordnung gemacht, in welchem/welcher ein solches Angebot widerrechtlich wäre, oder in welchem/welcher es in anderer Weise ein anwendbares Recht oder eine Regulierung verletzen würde oder welches/welche von der Anbieterin eine Änderung der Bestimmungen oder Bedingungen des Angebotes in irgendeiner Weise, ein zusätzliches Gesuch an/oder zusätzliche Handlungen im Zusammenhang mit staatlichen, regulatorischen oder rechtlichen Behörden erfordern würde. Es ist nicht beabsichtigt, das Angebot auf irgendein solches Land oder eine solche Rechtsordnung auszudehnen. Dokumente, die im Zusammenhang mit dem Angebot stehen, dürfen weder in solchen Ländern oder Rechtsordnungen verteilt noch in solche Länder oder Rechtsordnungen gesandt werden. Solche Dokumente dürfen nicht zum Zwecke der Werbung für Käufe von Beteiligungsrechten der ESCOR durch natürliche oder juristische Personen in solchen Ländern oder Rechtsordnungen verwendet werden.

United States of America

The public tender offer described in the pre-announcement will not be made directly or indirectly in or by use of the mail of, or by any means or instrumentality of interstate or foreign commerce of, or any facilities of national securities exchange of, the United States of America (**U.S.**) and may only be accepted outside the U.S. This includes, but is not limited to, facsimile transmission, telex or telephones. The offer prospectus and any other offering materials with respect to the public tender offer described in the pre-announcement must neither be distributed in nor sent to the U.S. and must not be used for the purpose of soliciting the sale or purchase of any securities of ESCOR, from anyone in the U.S. The offeror is not soliciting the tender of securities of ESCOR by any holder of such securities in the U.S. Securities of ESCOR will not be accepted from holders of such securities in the U.S. Any purported acceptance of the offer that the offeror or its agents believe has been made in or from the U.S. will be invalidated. The offeror reserves the absolute right to reject any and all acceptances by them not to be in the proper form or the acceptance of which may be unlawful.

United Kingdom

The offer documents in connection with the offer are not for distribution to persons whose place of residence, seat or habitual abode is in the United Kingdom. This does not apply, however, to persons in the United Kingdom who are qualified investors within the meaning of Section 86(7) of the Financial Services and Markets Act 2000 who (i) have professional experience in matters relating to investments falling within Article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 (the **Order**), (ii) fall within Article 49(2)(a) to (d) (high net worth companies, unincorporated associations, etc.) of the Order, or (iii) are persons to whom it may otherwise lawfully be communicated (all such persons together being referred to as **Relevant Persons**). This offer prospectus and any other offering materials must not be acted on or relied on by persons who are not Relevant Persons. Any investment or investment activity to which this communication relates is available only to Relevant Persons and will be engaged in only with Relevant Persons.

Australia, Canada and Japan

The pre-announcement is not addressed to shareholders of ESCOR, whose place of residence, seat or habitual abode is in Australia, Canada or Japan. Such excluded shareholders may not accept the public tender offer described in the pre-announcement.