

MERLIN TECHNOLOGIES, INC

■ 407 Stevens Street
■ Geneva, IL 60134
■ Merlindarts.com 800-669-9597 USA 630-232-9223 Fax 773-342-9137

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For More Information Contact:
Steve Pope
Vice President
(773) 342-9127

Merlin Technologies Appoints Scott Schroeder VP & General Manager of US Operations

GENEVA, IL – Merlin Technologies, manufacturer of the Wild Bull electronic scoring steel-tip dart game, announces the appointment of Scott Schroeder — a fifteen-year industry veteran — to lead the company’s United States sales, marketing, engineering and manufacturing operations.

Making the announcement was company Vice President, Steve Pope, who will continue to oversee Merlin’s growing International Sales & Marketing efforts and assist Schroeder’s transition into his new role.

“We’re pleased to have Scott joining our team,” said Pope. “He brings a wealth of history, market relationships, and technical experience to grow our steel darts business and to assist us with expanding into other game categories and markets.”

Schroeder joins Merlin Technologies following 3 years with Shelti, Inc. where he lead the company’s marketing efforts and brought the Valley-brand soft-tip electronic dart business to the firm. Schroeder’s 15 years in the industry began at Valley Recreation Products where he rose through the company’s sales and marketing ranks to become Vice President and General Manager of Valley’s Electronics Division. When NSM-Löwen Entertainment bought Valley’s Electronics Division in 1999, Schroeder served as President of Valley NSM — a U.S. subsidiary of Löwen — to service, market, and sell the Valley-brand of soft-tip electronic dart games throughout North America and selective International markets.

“I’m excited by the great opportunities ahead, both for the Wild Bull steel-tip dart game and the potential entry into other amusement markets and businesses,” stated Schroeder. “Merlin’s Wild Bull game offers dart league operators access to steel-tip players, new players and most importantly- new revenue. Reaching this customer is a natural extension of a league operator’s promotional expertise and existing overhead. Also, Merlin’s 12-year investment in developing a new market — electronic steel-tip darts — speaks well of their commitment to the coin-op marketplace and the sport of darts. I look forward to playing a key role in the company’s certain future growth.” For more information visit www.merlindarts.com or scott@merlindarts.com