



# Cartamundi™

Cartamundi USA | 5101 Highland Place Drive | Dallas, TX 75236 | (214) 330-7761 | [cartamundiusa.com](http://cartamundiusa.com)

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FOR IMMEDIATE RELEASE

## **Las Vegas Dealers Union Gives Endorsement to Cartamundi for its Ace Brand Paper and Plastic Playing Cards**

Las Vegas, NV -- July 27, 2010

The Las Vegas Dealers Union has agreed to provide its endorsement for Cartamundi's Ace brand paper and plastic playing cards. The endorsement allows Cartamundi to utilize the Union's proprietary logo on its packaging and marketing materials on the Ace brand products that were tested by many of the Union's members.

According to TWU Local 721, they have chosen to endorse Cartamundi's Ace Authentic paper cards and Ace 100% plastic playing cards because they have the true feel and durability of real casino quality cards.

Established in 1765, Cartamundi is the oldest playing card company in the world. "We are thrilled that the union feels that our Ace brand products are of such high quality that they feel comfortable providing us with their endorsement and ability to utilize their logo, their 'seal of approval' if you will, on the face of our packaging" said Victor Shaffer, Executive Vice President of Cartamundi USA.

Ace brand playing card products can be found in many grocery, drug and convenience stores nationwide.

Cartamundi markets a variety of retail branded playing card products including Eagle, Ace, Ace 100% Plastic, Black Jack, Joker and Diamond. The company also holds licenses to manufacture and distribute playing cards for Star Wars, Harry Potter and James Bond.

For more information, contact Victor Shaffer at (214) 918-7796.

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