

Swedish Media Company's HemBingo First of Many to Launch GTECH G2's New Bingo Software

Multi million Euro investment in Multicurrency Bingo 2.2 software

16-09-2009 (Stockholm, Sweden) – This week, HemBingo, (www.hembingo.com) Swedish media company United Media 's bingo site, was the first to upgrade to GTECH G2's new improved Bingo 2.2 software. Unveiled this week at the EIG in Copenhagen, Bingo 2.2 has a host of new features including multi currency, linked games and a suite of mini games incorporated into the bingo game window



“GTECH G2 has made a multi-million Euro investment in its Bingo product,” said Atul Bali, President of GTECH G2. “With the combined resources of Boss Media and St Minver, two of the companies acquired last year to form our interactive gaming division and with ongoing investment in key products like our bingo network, we will continue to lead the way in terms of product innovation and services.”



Bingo 2.2 allows clients to pool liquidity and maximizes the jackpots in the bingo rooms through its linked games and multi currency functionality. In addition, it offers a fantastic suite of multi lingual mini games launching from the game window including mini progressive slots, table games, video poker and scratch cards. The Bingo software and mini games portfolio will be updated quarterly with innovative new feature functionality, to ensure that G2 Bingo remains at the cutting edge of bingo front and back end development, catering to the needs of both the Bingo player and licensee.

“In early 2010, we plan to merge Boss Media's bingo partners with St Minver's International Bingo Network to create one large combined network using G2 Bingo software and operated from our Bingo hub in Gibraltar,” said Alison Digges, Group Head of Bingo for GTECH G2. “Pooling the liquidity of over 80 bingo partners will make the GTECH G2 Bingo network one of the leading networks in 2010”.

The European iGaming conference (EIG) in Copenhagen this week is the first time since lottery industry giant GTECH announced the creation of its new igaming division that the four companies acquired to form the group are exhibiting under their one new brand name, GTECH G2. Boss Media, Finsoft, St Minver and Dynamite Idea, now backed by the world's leading supplier to the lottery industry, are showcasing their comprehensive, end-to-end solutions for igaming operators.

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About GTECH G2 (www.gtechg2.com)

GTECH G2 brings together — under one brand — the combined expertise of GTECH and its extensive lottery insight with leaders in the interactive gaming world providing a complete gaming portfolio of poker, bingo, casino, sportsbetting, fully managed services and instant games. The group includes Boss Media (www.bossmedia.com), a leading innovator in software and systems for Poker, Casino and Bingo entertainment; Finsoft (www.finsoft.com), a leading provider of enterprise-wide real time trading solutions for the commercial sports betting industry – both interactive and retail; St Minver (www.stminverltd.com), a fully managed service provider of Internet games to media, lifestyle, and other brands; and Dynamite Idea (www.dynamiteidea.com), a developer of unique, innovative digital instant and side games. Consolidating combined talent and expertise into one premiere brand means that GTECH G2 can provide a flexible digital solution to all customers, large or small, wherever they may be.