

GTECH G2 announces the launch of its Game Studio at EiG

17-09-2009 (Stockholm, Sweden) - GTECH G2 announces the launch of their studio of game creation excellence. The GTECH G2 Game Studio is a centre of excellence for interactive game creation, and pulls creative talent from every part of the GTECH group. Simon Caddy, Head of Games Studio and founder of Dynamite Idea, explains "Like every other part of GTECH G2, the Game Studio is player-focused - with new ideas coming, first and foremost, from insight into game play trends and understanding of player demands."

GTECH G2 is working with several of the games industry's leading developers amongst those Atronic, Spielo Ashgaming, Endemol, Realistic Games, Zukido and Solid Icon. At EiG in Copenhagen, GTECH will be announcing an alliance with some of these, including "casual" games provider, PopCap Games. The Game Studio will be exclusively building innovative gaming adaptations based on PopCap's innovative franchises.

"These projects will take the PC games as the core concept around which we are going to make entirely new games for gambling - not for simple entertainment," said Dominic Mansour, Head of Casino GTECH G2. "It's more creative than just using a powerful brand and simply using the imagery and sounds for a slot machine - think of redesigning Space Invaders as a game of Keno."

The results of entertaining content are reaping awards in the form of new customers. The first of these announced will be the Nordic Gaming Group, launching across the sites of Nordic Bet, Trio Bet and To Bet. A total set of 10 minigames including 3 games will be embedded in their sports betting and live betting sites".

Simon Caddy, Head of Game Studio and founder of Dynamite Idea, informs "We are delighted to announce the launch of the GTECH G2 Game Studio with a significantly large customer as Nordic Gaming. The fact that they are launching across the sites of Nordic Bet, Trio Bet and To Bet demonstrates a successful cooperation with high expectations"

The GTECH G2 group includes the four software development companies (Boss Media, Finsoft, St Minver and Dynamite Idea) that were acquired by GTECH to form G2, its interactive gaming group. It is responsible for developing new ideas into innovative market leading games.

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For further information:

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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.

About PopCap

PopCap Games (www.popcap.com) is the leading multi-platform provider of "casual games" — fun, easy-to-learn, captivating computer games that appeal to everyone from age 6 to 106. Based in Seattle, Washington, PopCap was founded in 2000 and has a worldwide staff of over 230 people in Seattle, San Francisco, Chicago, Vancouver, B.C., Dublin, and Shanghai. Its games have been downloaded more than 1 billion times by consumers worldwide. Constantly acclaimed by consumers and critics, PopCap's games are played on the Web, desktop computers, myriad mobile devices (cell phones, smartphones, PDAs, Pocket PCs, iPod, iPhone and more), popular game consoles (such as Xbox and DS), and in-flight entertainment systems. PopCap is the only casual games developer with leading market share across all major sales channels, including Web portals, retail stores, mobile phones and MP3 players, and game devices.