

## **GTECH G2 to Sponsor Fire & Ice 2010**

*Lyceum Media's annual event takes iGaming industry back to Gilgamesh*

**23 October 2009 (London, UK)** – GTECH G2 is the first to commit to sponsoring the biggest iGaming social event of the year, Lyceum Media's annual Fire & Ice party. GTECH's new interactive gaming division made its debut to the iGaming industry at EiG this year and has a whole new set of achievements to celebrate at IGE in London in January.

Fire & Ice is held every January as IGE comes to a close and as hundreds of affiliates descend on London for the affiliate conference that follows. It brings online gambling executives, operators, affiliates, media and suppliers together for a decadent evening of social networking. Fire & Ice returns to Gilgamesh in fashionable and trendy Camden market on Wednesday 27<sup>th</sup> January 2010.

This is the first year that GTECH G2 is a sponsor. Lottery industry giant GTECH acquired leading software developers Boss Media, Finsoft, St Minver and Dynamite Idea to form their new iGaming division. Combining the resources of these companies, GTECH G2 launched a radically improved bingo product last month and has just released the most significant update to its casino product ever. The company is a leader in producing innovative side games and its advanced Gaming Management System gives operators unprecedented control over their offering.

"Fire & Ice provides a wonderful opportunity for us to recognize our partners and share our achievements with the industry," said Wendy Lawrence, Marketing Director of GTECH G2. "We got so much positive feedback on last year's Boss Media dinner party at Gilgamesh that we've decided to host it there again. GTECH G2 has accomplished so much this year, though, that we decided to have more presence and become one of the official sponsors."

"There's no such thing as a "free drink," said event producer Jodie Thind. "Fire & Ice wouldn't be possible without the generosity and support of our industry sponsors. Thanks to them year in year out, we're able to put on a great party. At the same time it's an incredible opportunity for iGaming suppliers to present their brand to the industry, so it works both ways."

Fire & Ice is a free event for all iGaming execs and sponsorship opportunities ranging in size, including VIP Tables, are now available.

ENDS

For information on sponsorship opportunities or to reserve a VIP table, contact:

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### **About Fire & Ice** ([www.lyceummedia.com/fireandice](http://www.lyceummedia.com/fireandice))

Lyceum Fire & Ice is the largest and most decadent iGaming social event on the entertainment calendar. It brings online gambling executives, operators, affiliates, media and suppliers together to a unique informal event, which epitomizes an industry that is on the cutting edge of digital entertainment. Now in its eighth year Fire&Ice is produced by London iGaming PR and events specialists, Lyceum Media ([www.LyceumMedia.com](http://www.LyceumMedia.com)).

### **About GTECH G2** ([www.gtechg2.com](http://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. It combines the software development and customer management expertise of Boss Media, Finsoft, Dynamite Idea and St Minver, and operates the International Poker Network and International Bingo Network.

### **About Gilgamesh** ([www.gilgameshbar.com](http://www.gilgameshbar.com))

In fashionable and trendy Camden market, [Gilgamesh](http://www.gilgameshbar.com) is a testament to cool, contemporary style, perfectly fused with the exotic imagery and mystique of the Babylonian era. Its dramatic interiors has been featured in magazines for their unique hand carved furniture, their lapis lazuli inlaid 50metre bar, retractable ceiling and ornate walls of beaten bronze panels that tell the epic story of Gilgamesh.