

## **Gala Coral Launches First Side Games on its Casino and Bingo Sites**

*Web version of land-based casino favourite, Bar X Magic 7, first to be added to group's four sites*

**10-12-2009 (Stockholm, Sweden)** – Dynamite Idea, one of four leading igaming companies that form GTECH G2, is to provide Gala Coral Group with side games for its bingo and casino sites.

The first of the new games to launch will be the *Bar X Magic 7* slot machine, an online version of the game that is popular in bingo halls across the UK, followed by the *Bar X 5* and *Bar X 125*. A set of other side games will be added before the end of the year.

*Bar X* is a brand that has been around for thirty years and is well established with over 55,000 machines in bingo halls and gaming arcades throughout the UK and Ireland.

The online version of the Electrocoin *Bar X Magic 7* is a three reel, single line fruit machine developed by the games designers at Dynamite Idea, who are specialised in developing innovative online interactive betting games including several unique hi lo, dice and number games.

Instant win side games have become more than a supplemental revenue stream for online casino and bingo operators, many of which derive 60% - 70% of their income from these product offerings.

Gala Coral Group is the only gambling company in the UK with significant businesses in the bookmaking, bingo and casino markets, both on the high street and online. The new side games are available at galabingo.com, Galacasino.co.uk, Eurobet.com and Coral.co.uk.

GTECH G2 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.

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**For further information:**

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### **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. The group includes Boss Media ([www.bossmedia.com](http://www.bossmedia.com)), a leading innovator in software and systems for Poker, Casino and Bingo entertainment; Finsoft ([www.finsoft.com](http://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](http://www.stminverltd.com)), a fully managed service provider of Internet games to media, lifestyle, and other brands; and Dynamite Idea ([www.dynamiteidea.com](http://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.