

G2 Introduces New Live Hosted Bingo & More Instant Side Games at IGE

Leading software developer brings full delegation to London to demonstrate their latest casino, bingo, poker, sports betting and player management products

22 January 2010 (Stockholm, Sweden) – GTECH G2 will be showcasing a major casino software update featuring new side games and demonstrating their new Live Hosted Bingo at IGE in London next week. Completing the full spectrum of igaming products offered by the interactive division of lottery giant GTECH Corporation, a full contingent from the group's sports betting team will also be demonstrating products at the stand.



Following the successful migration earlier this month of its UK bingo licensees to a new G2 Bingo product, and currently in the midst of migrating a further 45 European sites to the product, GTECH G2, will unveil one of the most innovative and exciting new features to hit online bingo with its live streamed chat hosts. Demonstrations of this highly interactive new feature are sure to draw crowds on the exhibition floor at ICE next week.

“The way that we have incorporated the live video streaming into the game window, and the way our hosts will focus on ‘presenting’ rather than calling numbers, we believe makes this feature unique and will make players engage more with the product,” said Alison Digges, Group Head of Bingo & Marketing at GTECH G2 *“At IGE, we’ll be giving a sneak preview of the video streaming that will go live with our UK customers shortly with the view to expand this across all our Bingo customers .”*

A major update to the GTECH G2 casino product will also debut at IGE. In addition to games developed in-house by its Game Studio, G2's open back end has enabled it to aggregate additional content from other leading games developers, especially licensed/branded content.

Licensees like Virgin Casino and Gala Coral have been quick to offer well-known games like the *Bar X Magic 7* which was developed by the Dynamite Idea group at G2. This and the other new instant-win side games included in GTECH G2's updated casino games portfolio are already popular with operators.

“Our approach is to combine the best of our home grown creativity with the best of the open market, said Dominic Mansour, Head of Casino and Games. *“Our new slot machines were developed in-house. But Virtual Derby, our new virtual horse racing game that incorporates animated video clips, is an example of what an aggregator we’ve become. It was developed by Solid Icon and, thanks to our back end systems, seamlessly integrated into our games portfolio.”*

GTECH G2's sportsbetting team will be showcasing the latest upgrades to its industry-leading Margin Maker platform including its Pools Engine, which allows operators to create, maintain and manage pool betting, and the Games Room Bonus Engine, which enables them to reward individual side and instant game players with free funds, loyalty points or prizes.

In the retail environment, the World Till and its revolutionary STOS display system, which runs Finsoft software on 10,000 points of sale around the world, will also be on display, as well as GTECH G2's unique retail solution for the lottery market which integrates Margin Maker with the GTECH Altura terminal system..

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, International Bingo Network and the Skillnetwork.

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Spokespeople from GTECH G2's casino, poker, sportsbetting and bingo groups will be in London for IGE.

To arrange meetings or interviews, please contact:
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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, a leading innovator in software and systems for Poker, Casino and Bingo entertainment; Finsoft , a leading provider of enterprise-wide real time trading solutions for the commercial sports betting industry – both interactive and retail; St Minver, a fully managed service provider of Internet games to media, lifestyle, and other brands; and Dynamite Idea, 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.