

GTECH G2 Sponsors Tomorrow's Fire & Ice Party to Celebrate Major Milestones

New casino, bingo and sportsbetting products debut at IGE

26-01-2010 (London, UK) – As the primary sponsor of the annual igaming party, Fire & Ice, GTECH G2 Digital Gaming and Sportsbetting invites the igaming community to join them in an evening of “Bacchanalian decadence” tomorrow at Gilgamesh in London’s Camden Market. The leading igaming software developer will also, once again, host an equally decadent dinner for clients and partners at the Babylonian-themed venue prior to the party.

GTECH G2, which combines the software development and customer management expertise of Boss Media, Finsoft, Dynamite Idea and St Minver and operates the International Poker Network, the International Bingo Network and the International Skill Network, unveiled its latest casino, bingo and sportsbetting software updates this week at the International Gaming Expo (IGE). Delegates at that conference are the first to see the company’s latest side games. They’re also getting a preview of the new Live Hosted Bingo feature that will debut across its International Bingo Network (IBN) next month. Recent improvements to its industry-leading Margin Maker sportsbetting platform are also being presented at the exhibition.

“It’s been an incredible year for us,” said Wendy Lawrence, Marketing Director of GTECH G2. “We’ve made substantial improvements to our casino portfolio, adding many innovative new side games. We’ve just migrated all of our UK bingo sites to our new bingo platform and are in the process of migrating 80 other European sites. Our poker network is now the largest independent poker network. And we’ve added a Pools Engine and a Bonus Engine to our sportsbetting product. We’ve got a lot to celebrate so we’re looking forward to raising a glass or two with the igaming community!”

Held each year between IGE and the London Affiliate Conference (LAC), Fire & Ice is produced by igaming PR and events specialists Lyceum Media. This year’s party promises to be a devilish extravaganza of sin and delight celebrating the life of the ancient Roman deity Bacchus. Exotic entertainment and nearly 2000 igaming professionals in London for the two major conferences this week will demonstrate why the Romans banned the Bacchanalia thousands of years ago.

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GTECH G2 is currently showcasing new bingo, casino, side games and sports betting features at IGE in London where spokespeople are available for interviews and product demonstrations.

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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.