

# GTECH G2 Unveils New 'Chippendales' Side Game at Bingo Summit

*Company's experts to share insights in panel discussions*

**08-06-2010 (London, UK)** – Thought leaders from [GTECH G2](#) are participating in panel discussions at this week's Bingo Summit in London where the company's newest branded side game, *Chippendales – the Reel Deal*, will be unveiled for the first time.

*Chippendales – the Reel Deal* is the first of many branded games to be released by GTECH G2 this year. G2 teams based in Sweden and the UK have worked together seamlessly to produce the media rich five-reel nine-line slot. . This 5-reel, 9-line progressive slot is jam-packed with entertaining video clips of the Chippendales in action, unique bonus levels and a chance to win big in the progressive jackpot. Entering bonus rounds within the game, players can learn more about their favourite Chippendales dancer and even get to see more of him as he strips. Established in 1978, Chippendales is the world's most recognized brand name in ladies' entertainment. In addition to performing nightly at the Rio All Suites Hotel and Casino in Las Vegas, The Men of Chippendales entertain hundreds of thousands of women across Europe, Asia, South Africa and Australia annually.



GTECH G2, a leading bingo software developer and operator of the International Bingo Network (IBN), provides games and systems to leading bingo sites including Yahoo Bingo, Littlewoods, Butlins and Chit Chat Bingo. It has recently completed the migration of over 80 sites to its new bingo network providing pooled liquidity across all major European markets. The network has over 15,000 daily active players and pays out over €20 million per month.

Combining the technical and creative talents of Boss Media, St Minver, Finsoft and Dynamite Idea, GTECH G2 has quickly become a leader in the development of innovative side games that provide an increasingly significant revenue stream for bingo operators. GTECH G2's Bingo Product Manager, Jennifer Ekholtz, will speak at the Summit tomorrow morning about "Maximizing Revenue Through Mini Games".

"Branded games have proven to generate a substantial amount of revenue for bingo sites," said Ekholtz. "They also increase the longevity of a player and recognizable brands lend credibility to the operator."

In his role as Commercial Director at GTECH G2, Nissim is closely involved with operators offering bingo in diverse European markets and has gained a unique and broad perspective on both the challenges facing them and their opportunities for success. His familiarity with products, marks and regulations makes him uniquely qualified to moderate several panel discussions at the Bingo Summit on topics including free bingo, market saturation, building community and branding.

GTECH G2 is the only interactive gaming software and services provider that can supply a complete end-to-end solution including lottery, poker, bingo, sports betting, casino, skill games, instant games and back office systems to commercial and state-run operators.

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## **About GTECH G2 ([www.gtechg2.com](http://www.gtechg2.com))**

Only GTECH G2 can provide the complete suite of core platform gaming engines, innovative content and flexible support services to both enterprises who are just entering the interactive space as well as to those who already offer a fully mature suite of interactive games. Its portfolio of expertise and digital solutions covers Lottery, Poker, Bingo, Sports Betting, Casino, Skill Games, Instant Games as well as a full range of back office and business solutions to help maximize revenues. The group brings together the lottery expertise of GTECH with 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. GTECH G2 can provide a flexible solution to all customers, large or small, wherever they may be on their interactive journey. [salesteam@gtechg2.com](mailto:salesteam@gtechg2.com)