

'Bingo Live' Launches on New Improved GTECH G2 UK Bingo Network

Live presenters interact with players every evening at ChitChatBingo, Littlewoods, Butlins

23-07-2010 (London, UK) – UK bingo sites that are powered by GTECH G2, like ChitChatBingo.co.uk, Littlewoods and Butlins, are now hosted by a live presenter every evening. The integration of the unique new feature follows the move of all GTECH G2 UK bingo sites to an improved network and updated bingo software.

The presenters entertain and interact with players, give away special cash bonuses, and let players know about upcoming games and special promotional offers. The presenter appears on a small video screen within the bingo window with players' comments in the chat window below it.



A demo of the new Bingo Live presenters can be viewed at:

www.lyceummedia.com/gtechg2/bingo

"We haven't used the live presenter just to call numbers," said G2 Bingo Product Manager Jennifer Ekholtz when she spoke at the Bingo Summit in London last month. "We invested all this time and energy into incorporating live presenters so that they could interact with the players -- entertain them while the numbers are being called and between games."

Five young, congenial British presenters host G2 UK bingo rooms each night from a studio in London. Ben is a cheeky prankster from London who likes 80s films and watches the East Enders. Emma is the biggest chocolate fan in the world and enjoys breakfast in bed, shopping and evenings with friends. Rik is a not-so-tidy Virgo who is keen on sports, especially golf, Greek food and movies. Matt, who likes to spend his weekends watching football, sandwich in hand, is a big fan of roller coasters and funny mirrors. Eccentric and a bit quirky, Carla loves the water and ice climbing and has seen the movie Avatar at least 15 times. They all enjoy bantering back and forth with players. <http://www.chitchatbingo.co.uk/ccbingo/bingo/extras/meet-the-bingo-live-team/>

GTECH G2 has developed a number of mini games designed especially to be embedded within its bingo client. In hours when live presenters aren't scheduled, games such as the new *Chippendales: Reel Deal* will be available instead. 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. Chippendales is the world's most recognized brand name in ladies' entertainment.

GTECH G2 is the only interactive gaming software and services provider that can supply a complete end-to-end solution including bingo, lottery, poker, 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)

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