



PRESS RELEASE
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LEISURE LINK ANNOUNCES FIVE YEAR DEAL TO SUPPLY BAA'S HEATHROW TERMINAL 5

Leisure Link, a division of Inspired Gaming Group plc (INGG), the leading worldwide player in the Open Server-Based Gaming (Open SBG™) market has today announced its successful tender for the five year operation of Family Entertainment Centres (FECs) in the new BAA Heathrow Terminal 5.

The Leisure Link deal, which will commence with the opening of Terminal 5 in March 2008, marks the strengthening of the BAA partnership, and extends Leisure Link's existing airport FEC operation to over 300 units. In 2003 Leisure Link won the contract for Stansted, followed by Heathrow Terminals 3 and 4 in 2004. These are in addition to Aberdeen and Edinburgh airports where Leisure Link already had contracts.

Jim O'Halleran, CEO UK & Ireland, Inspired Gaming Group plc, commented: "We are very excited to be partnering with BAA yet again, and the new Terminal 5 will be a genuine showcase opportunity for both parties. Terminal 5 are looking for their retail partners to step up to the challenge to provide an innovative and inspiring approach to meeting customer needs and the awarding of this contract provides us with the perfect platform to demonstrate this through our market leading Open SBG™ products that will form the base of our offer."

Colin Hargrave, BAA Retail Managing Director added: "One of our aims at Terminal 5 is to encourage people to get to the airport early by creating a fantastic experience for them whilst they are there. We have already announced a number of fresh and exciting brands for Terminal 5 – and all are pledging to live up to the promise of delivering a unique approach to retail. Our technology partners are no exception with Leisure Link fully embracing this challenge. Their proven track record of success with BAA makes

them the ideal partner for such a high profile venture and we're thrilled to be extending our partnership for the Terminal 5 launch in 2008."

Luke Alvarez, co-CEO Inspired Gaming Group plc, concluded: "We've enjoyed a great relationship with BAA over the last few years, so it's a fitting accomplishment that they've chosen once again to partner with us for Heathrow's expansion. We're confident our latest Video AWP terminals will provide entertainment on a truly global scale. A contract of this length and size clearly demonstrates BAA's endorsement of Leisure Link and confirms the Inspired Gaming Group as the premier operator in the UK."

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About BAA Terminal 5

BAA's Heathrow Terminal 5 is due to open in March 2008. The £4.3 billion development - one of Europe's largest construction projects and a new Landmark for London - will cater for around 30 million passengers annually.

Terminal 5 is working with a range of local and globally strong brands to create a new and exciting retail environment, with each store concept fulfilling the key criteria of being surprising, tempting and experience-enhancing. And whether consumers are after stimulation or relaxation, Terminal 5 will set new standards in retail and dining experiences with 144 different stores and restaurants from which to choose.

Terminal 5 will incorporate 20,066 m² of retail space, focused onto 2 floors of the structure, predominantly in the airside environment. The development will increase the size of Heathrow's retail portfolio by 50%. About 420 media sites will also be built into the fabric of the building.

From a traveller perspective the audience demographic is anticipated to be 92% ABC1 in profile, and the Terminal will be used exclusively by British Airways – Domestic, European and International destinations.

Terminal 5 will host 60 aircraft stands, a 4,000 space multi-storey car park, and a new 600 bed hotel. It also benefits from a new spur road from the M25 and extensions to both the Heathrow Express and Piccadilly Line services.

The Heathrow Retail Academy brings together BAA and airport retailers. It works with JobCentre Plus and local training organisations to help people in local communities secure retail jobs at the airport and gain qualifications once they are employed.

About Inspired Gaming Group

Inspired Gaming Group plc (INGG) is the leading player worldwide in the Open Server-Based Gaming (Open SBG™) market and is also the leading provider of analogue and Open SBG™ machines in the UK for the leisure and gaming markets.

The Group provides Open SBG™ software systems and Open SBG™ digital and networked terminals in seven countries today. The Group manages over 85,000 machines across the UK, of which in excess of 20,000 are already on the Open SBG™ platform. The Group also has over 15,000 machines connected to its network overseas.

The Group's customer base includes pubs, bars, casinos, bingo halls, licensed betting offices, holiday parks and other out of home leisure venues. Key customers include the major pub companies and gaming companies such as William Hill and Gala Coral Group.

The Group is also the leading provider of Fixed Odds Betting Terminals, itbox skill gaming terminals, and other Open SBG™ variants.
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