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LEISURE LINK WINS 3 YEAR EXCLUSIVE MACHINE SUPPLY TO BETFRED

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 it has won an exclusive supply contract to provide fixed odd betting terminals (FOBTs) to Betfred, the world's biggest independent bookmaker. From 1st June 2007, Leisure Link and Betfred will together replace over 2000 FOBTs in over 650 shops across the country with INGG's latest server-based 'Rainmaker' FOBT terminals.

The new deal will also include the introduction of Open SBG™ AWP terminals from the 1st September. The new terminals will be operating in accordance with the new B3 Category jackpot machines, which have a revised stake and prize of £1 and £500 respectively.

John Haddock, Managing Director of Betfred, commented: "Leisure Link's performance made it an easy decision to award them the business. Betfred is the biggest independent bookmaker in the world and moving forward it makes perfect sense to partner with the number one server-based terminal supplier."

Jim O'Halleran, CEO UK & Ireland, Inspired Gaming Group plc, added: "Our FOBT offering has gone from strength to strength and this contract is further validation for our proposition. With the new regulations coming into effect on the 1st September, we are delighted that Betfred has also chosen our latest server-based product."

Luke Alvarez, co-CEO Inspired Gaming Group plc, commented: "A contract of this size demonstrates Betfred's endorsement of our server-based gaming platform and confirms Inspired Gaming Group as the premier FOBT operator in the UK."

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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 107,000 machines across the UK, of which in excess of 37,000 are already on the Open SBG™ platform.

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.

About Betfred

- Established 1967 by brothers Fred and Peter Done
- The UK's biggest independent high street retailer with over 650 shops
- Official bookmaker and gaming partner for Wembley Stadium and Manchester United
- More bonuses, consolations and early-priced horse races than any other bookmaker
- Annual turnover in excess £1.5 billion
- Over 3,000 employees
- £70 million being spent on expansion in next five years
- 800 shops across the UK by 2008

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