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INSPIRED LAUNCHES NEXT GENERATION PUB GAMING MACHINES
Inspired to Increase Pub Chain Revenues by bringing Server-Based Gaming to the High Street

Inspired Gaming Group plc is to bring new technology to the pub gaming industry today with the launch of its Server-Based Gaming AWP/fruit machine, *The Player*. Following the success of its Open Server-Based Gaming™ (SBG) platform in other gaming sectors, *The Player* is predicted to drive pub revenue by using the power of SBG™ to increase machine income. Inspired will be rolling out 25,000 of the new terminals over the next three years to major pub retailers. In order to facilitate this major rollout, Inspired has also announced a £10m investment in its network. As part of this upgrade to Inspired's existing broadband infrastructure, landlords will also benefit from free phone calls when they take delivery of *The Player*.

Pub retailers will be able to experience the same benefits that the likes of Gala Coral Group and William Hill have already witnessed in casinos, bingo halls and betting shops through Inspired's unique Open SBG™ platform. Open SBG™ provides the ability to download content remotely and monitor incomes, fault and play data in real time over the network, giving a greater ability to innovate games and a better player experience.

Norman Crowley, co-CEO of Inspired, commented: "Incomes in the pub AWP (amusement with prize) sector have been in decline due to a lack of innovation from suppliers whilst incomes in other gaming sectors have prospered thanks to the power of Open SBG™. The fruit machine industry has not introduced any material innovation in the past 20 years: While music has gone from vinyl to CD to mp3 and TV from six channels to 100s, the humble AWP has remained virtually static and waits in hope that a triennial review of stakes and prizes will solve all its income problems. While this has been happening, Inspired has delivered Open SBG™ solutions across the casino, bingo and betting shop markets that between them have delivered an average increase in net

incomes of more than 100% for retail clients across 37,000 SBG terminals in seven countries.”

“Pub retailers need no convincing that their gaming revenues are at risk. Downloadable SBG across an open platform will overcome today’s cash box decline. This industry needs constant and rapid innovation.”

Inspired will also be unveiling a host of content partners for its new video AWP terminal ensuring that *The Player* will have the best and strongest pipeline of games on the market. Inspired has signed major content partnerships with Games Media, Barcrest, Bell-Fruit, Scorpion Games, Eclipse, Hot Games and AC Games demonstrating an unprecedented level of commitment for *The Player*.

Ivor Jones, Research Director at Panmure Gordon, added: "Time and again new gaming entertainment technology has surprised with its potential to attract players. The process of replacing the mechanical pub AWP has had several false starts. Inspired looks well placed to finally make it happen."

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.