



PRESS RELEASE
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DOUBLE TECHNOLOGY JOB APPOINTMENT FOR PAUL MARSH
~ Marsh takes up roles at both Inspired and City Pub Life ~

Inspired Gaming Group (INGG), the worldwide leader in Open Server-Based Gaming (Open SBG™), is further enhancing its sales and management team with the appointment of Paul Marsh as Director of Strategy (Pubs & Bars). Paul, who is a previous winner of the ALMR's Operations Manager of the Year, will report to Managing Director Neale Deeley in the company's London office, and be responsible for the strategic direction of some of Inspired's main lines, including the itbox. In addition to his role at Inspired, Paul will take up a position as Non-Executive Director at City Pub Life.

Paul comes to the job fresh from completing a consultancy project with London Town following the firm's purchase of 167 pubs from Save Investments last year, where he was responsible for the day to day operations of the company. Before this, Paul worked as Operations Director at Laurel.

Talking about the move to Inspired, Paul said: "It's really exciting to be working for a company who are leaders in their field, and still have so many exciting and innovative ideas in the pipeline for future growth. It will be my job to drive forward and strategically implement these ideas, and I look forward to working closely with Neale, with whom I have had a working relationship with for some years now."

Regarding City Pub Life, Paul added: "They are an exciting young company who I have had a relationship with since their formative days. They uniquely offer a web based search facility for pubs and restaurants where the content is managed by the operators themselves, currently covering London and the South East. It is my objective to help them both generally, and in realising their great potential to become the biggest and best firm in their field in the UK. This is something I am in no doubt of happening!"

Jim O'Halleran, Chairman of Inspired Gaming (UK) Limited- which owns 82,000 machines in pubs and clubs across the UK, stated: "Over the course of the last year, the group has strengthened its leadership team, creating an international sales function and adding to our software development division, all of which provide a platform for further SBG growth. Paul brings strength to our UK gaming operations and we look forward to him adding his considerable expertise to the team."

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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 82,000 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.