



PRESS RELEASE

G-Squared Games – 5,000 Machines And Counting

Founded less than four years ago, G-Squared Games' history may be short but the company's impact on the UK category C sector has certainly been sweet for operators seeking innovation and increased choice.

G-Squared's quirky games and light-hearted presentation belie a passion for producing high-earning games for a loyal and increasing band of operators. Customers have warmed to a succession of engaging titles, already numbering 16 in total and including Moo York Moo York, Live and Let Pie, Meerkats in Black and Corn of the Dead.

This January's EAG witnessed the launch of Casino King, G-Squared's cat C digital 12 game compendium which has secured the approval of all major pub retailers and is already uplifting revenues on a wide variety of sites.

This week G-Squared celebrates the production of its 5,000th machine; it's a Casino King and forms part of a shipment to Alan Davis Automatics.

G-Squared's Andrew Powell explains: "The popularity of our games has grown steadily, to the point where our Aylesford manufacturing plant will be working at full capacity for the foreseeable future, producing both reel-based games and digital product. Demand for Casino King continues to grow and we'll shortly be releasing The Good, The Bad & The Pugly, a stunning new game concept featuring a lapper board and chase game," confirmed Andrew.

Fiercely independent and with a deep understanding of the issues confronting today's operator, G-Squared has already delivered many firsts, including full online 4G connectivity at no cost to the operator.

G-Squared's full order book should come as no surprise. Uplifted revenues and a commitment to sustained development have already secured the company many fans in the operating community.