



## **PRESS RELEASE**

### **G-Squared Games Appoints Leading Distributors**

G-Squared Games is a young vibrant company with the declared objective of bringing fun and additional choice to the UK category C market. With several notable reel-based successes such as Moo York Moo York, Live and Let Pie and Corn of the Dead, the company has recently also turned its attention to digital category C, with the successful launch of Casino King at EAG 2017.

In line with the company's increasing impact on the market, and as a key element of its growth strategy, G-Squared has reached agreement with two of the UK's leading distributors.

G-Squared's Andrew Powell explains: "We are delighted to be partnering with RLMS Sales and Wessex Coin for the distribution of our new Digital category C Casino King as well as our established range of reel-based category C machines. Throughout 2017 we are set to increase our presence in the UK category C market and our partnerships with RLMS Sales and Wessex Coin ensure that we now have agreements with the very best distributors in the marketplace."

RLMS Sales has a 30 year history of supplying high-earning games to the amusements and gaming sectors. Managing Director, Tony Glanville commented: "It is an absolute pleasure to welcome the G-Squared brand to our ever growing range of reel-based and digital gaming products. Andrew Powell and his team at G-Squared command an enviable reputation throughout the industry for their design, manufacturing and operating knowledge, and they've used all that experience to great effect with games such as Casino King which was launched to wide acclaim earlier this year. Importantly, there is an incredible synergy between RLMS Sales and G-Squared in that we both understand exactly what operators require from a product. It goes without saying that our own experienced team here at RLMS are delighted to be working with a product line-up that perfectly complements our existing portfolio of industry leading gaming products. We look forward to a sustained and highly productive relationship going forward."

Wessex Coin enjoys a 42 year reputation for supplying the very best equipment and support to leading operators, some of whom have been loyal customers since the company's inception. Sales Manager Karl Prismall is anticipating a highly productive relationship: "Obviously we are delighted to be appointed as full distributors for G-Squared Games. The sales team and I are excited by this opportunity and we look forward to promoting and

selling their complete range of reel-based and digital products. Being a completely independent distributor enables us at Wessex Coin to fully focus on the exciting new releases due from G-Squared. Over the years we have been continually impressed with how successful their reel-based products have been and this is now being replicated with the performance figures being achieved by Casino King in both FEC and single site. We look forward to a long and successful relationship and we welcome any sales enquiries regarding the G Squared range," confirmed Karl.

G-Squared's games may be humorous and light-hearted but the company has made a serious commitment to delivering strong revenues for its clients. The development programme for exciting new reel-based games continues, with the latest category C game, Corn of the Dead, showcasing an all new and highly innovative base game concept. Currently generating exceptional cash box returns, Corn of the Dead is delivering an impressive Average Net Balance index of over 120% on previous models sited.

Casino King, the ground-breaking category C digital compendium has performed exceptionally well since its January launch, continuing to uplift revenues across a variety of sites and already benefiting from an updated menu system and new content.