

PRESS RELEASE

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INSPIRED & SHL CONVERT ANOTHER LEADING ASIAN CASINO TO OPEN SBG™**SHL and Inspired Gaming Group**

Inspired Gaming Group plc (Inspired), today announces the deployment of 60 new Open SBG™ terminals to the five-star NagaWorld hotel, casino and entertainment complex in Phnom Penh, Cambodia. This deal is the latest in Inspired's on-going expansion into the Asian market. It will involve the supply and installation of Inspired's latest multi-content gaming terminal to Silver Heritage Limited (SHL), the fastest growing operator of slots and sports bars in licensed gaming premises in the Asia-Pacific region. The terminals will form a key part of SHL's development of a Vegas style sports lounge, the NagaWorld SportZone, the first of its kind anywhere in Asia.

As part of a long-term, international strategy, Inspired is continuing to transform the landscape of the Asian casino market with new partnerships. Its current Open SBG™ terminals in Asia continue to perform well, with a number generating the highest gross wins per terminal in the region. Internationally, Inspired also has Open SBG™ terminals on commercial trial in the USA, Mexico, Australia, Ireland and Central Europe, and expects further contracts to be signed shortly.

As a world class casino in a developing country, NagaWorld is becoming a key attraction for the fast-growing Indo-China markets (Vietnam and Thailand), while continuing to grow market share in its traditional markets of Malaysia, Singapore and China. Its ability to provide a stunning hospitality and gaming experience all provided at relatively low cost enables the NagaCorp (HKSE 3918) owned casino to compete head to head with Macau.

Inspired's multi-content terminal allows players to benefit from a variety of casino games, including Electronic Roulette, Virtual Sports, Electronic Card Games and Slots, all on one terminal. The terminal operates on Inspired's Open SBG™ platform, which 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, Inspired Gaming Group, commented: "Our award winning technology offers something unique for Asia and Inspired is delighted to be leading the way in one of the fastest growing gaming markets in the world. Building on our international success in 2007, this latest announcement demonstrates the demand for our unique technology and is a significant next step in our international expansion."

"This announcement further demonstrates the unwavering interest in Inspired's products in Asia", added Mike Bolsover, Chief Executive Officer, SHL. "NagaWorld SportZone is the first of its kind in the region and at the core of the gaming offering is the SBG platform."

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 10 countries today. The Group manages over 50,000 machines across the UK, of which in excess of 24,000 are already on the Open SBG™ platform.

The Group's customer base includes bars, casinos, bingo halls, licensed betting offices, holiday parks and other out of home leisure venues. Key customers include the major 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.

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