

## PRESS RELEASE

17th April 2007

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Inspired Gaming International (Inspired), part of Inspired Gaming Group plc, today announces a partnership with Silver Heritage Limited (SHL), one of the leading operators of terminals to licensed gaming premises in the Asia-Pacific region. Together, the two companies will roll-out Inspired's Open Server-Based Gaming (Open SBG™) platform and products in Asia, beginning with the deployment of 50 Multi-Win Roulette terminals next month. The new terminals are predicted to revolutionise the market and drive casino revenue by using the power of Open SBG™ to increase machine income. Open SBG™ also allows Inspired and SHL to bring to market a much better product, offering improved graphics and downloadable content.

Inspired and SHL aim to roll out a significant number of terminals in the next 12 months bringing the benefits of Open SBG™ to Asia through a range of products including Slots, Electronic Roulette, Electronic Baccarat and Virtual Sports. Macau, Singapore, Cambodia, the Philippines and Vietnam will be the first countries to experience and profit from Inspired's award-winning technology. 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.

Anne de Kerckhove, Managing Director Inspired Gaming International commented: "Asia is a key market for our international expansion and we are delighted to be working with SHL. We see it as the start of wider activities in the region and believe our unique Open SBG platform and products have the potential to offer an unrivalled customer experience. We look forward to offering some of the first multifunctional terminals seen in the region, offering everything from roulette to slot games, virtual sports and baccarat."

Mike Bolsover, Director Business Development, added: "We have a strong presence in the Asian-Pacific casino market and we were keen to find a strategic partner which could provide the best products to our customers. As the world's leading provider of Open SBG™, Inspired was the perfect choice."

Norman Crowley, co-CEO of Inspired Gaming Group, concluded: "Expansion in Macau and the Philippines is making the Asian gaming market one of the fastest-growing in the world. International growth is a key objective for us in 2007 and I am pleased to announce our expansion into this new and exciting market."

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