

PRESS RELEASE

26th July 2007

Inspired Strengthens grip on Asia with roll-out of multi-content terminals (07/2007)

Open Server-Based Gaming to revolutionise Asian Market.

Inspired Gaming International (Inspired), part of Inspired Gaming Group plc, today announces a large-scale roll-out of its Open Server-Based Gaming (Open SBGTM) Multi-Content terminals across Asia. Inspired will be working on this deployment in conjunction with Silver Heritage Limited (SHL), one of the leading operators of terminals to licensed gaming premises in the Asia-Pacific region. The two companies will deploy over 250 terminals across the continent during the next few months, with many to be sited in Holiday Group Casinos, the largest chain of casinos in South East Asia.

Inspired's Open SBGTM system allows casino operators to select and schedule from a range of electronic gaming content thus offering a multi-content experience to their customers from any single Inspired terminal. Content includes Inspired's award winning Multi-Win Roulette, which offers customers options to play on up to four live or automated roulette wheels simultaneously, as well as Poker, Virtual Sports and Blackjack Games.

The innovative content is complimented by a range of different terminal designs, optimised for each casino floor. The E-Bar incorporates the monitor into a sleek bar top, whilst the E-Banquette caters for new casino trends and environments by integrating the hardware into coffee tables.

Powered by Inspired's Open SBG™ platform, all of the terminals are centrally managed over a broadband network, providing the ability to download content remotely as well as monitor incomes, fault and play data in real-time.

"We are excited to keep up the momentum in our expansion into Asia through this roll-out," commented Anne de Kerckhove, Managing Director of Inspired Gaming International. "The terminals, with their award winning technology, offer something unique for Asia that will revolutionise the casino market. The wide range of content on the terminals provides players with a great gaming experience, whilst ensuring high revenues per position for our casino operators."

Mike Bolsover, Director of Business Development at SHL, added: "To compliment our position as one of the market leaders in the provision of managed gaming solutions for the Asia-Pacific casino market, we only look to forge partnerships with companies who can supply the best products to our customers. With its innovative multi-game terminals, Inspired proved a natural choice of partner for us."

Norman Crowley, co-CEO of Inspired Gaming Group, concluded: "This is a significant step towards one of our key objectives for the year, international growth. Inspired will benefit from long-term participation agreements for the deployment of these terminals, securing consistent and recurring revenues."

HONG KONG OFFICE
Suite 109-10, Stag Building
148 Queens Road Central
Central, Hong Kong

香港
香港中環皇后大道中
148號鹿角大廈109-10室

MACAU OFFICE
16th F, World Trade Center
918, Avenida Da Amizade
Macau

澳門
澳門友誼大馬路918號
世界貿易中心16樓

www.silverheritagegroup.com

Tel: (852) 2110 1684
Fax: (852) 8148 2916

電話: (852) 2110 1684
傳真: (852) 8148 2916

Tel: (853) 796 6193
Fax: (853) 727 633

電話: (853) 796 6193
傳真: (853) 727 633