

LAUREL PUB COMPANY AND GAMESTEC TEAM UP IN AN INDUSTRY FIRST

Leading gaming group secures industries first risk and reward deal with Laurel Pub Company.

Laurel Pub Company and Gamestec, the UK's leading gaming and amusement machines operator have teamed up to secure a commercial risk and reward deal, the first of its kind since the implementation of the Gambling Act in September 2007.

Gamestec has acquired 40 per cent share of Laurel's machine estate, which makes it the largest gaming supplier across Laurel's portfolio of over 260 bars, pubs and restaurants, including leading chains such as The Slug and Lettuce and La Tasca.

Gamestec and Laurel are the first companies to capitalise on recent changes to the Gambling Act by developing a commercial proposal that is revolutionary in the industry.

Rolf Nielsen, Managing Director of Gamestec, said: "The Laurel contract is an extremely prestigious win for Gamestec and we are delighted to have worked with Laurel in creating the industry's first new commercial deal. Shared risk and reward is daring new territory but as a commercially driven business we are confident that we can maximise machine revenues and drive profit."

Tom Arundel, Laurels Purchasing Manager for Leisure Machines added: "Gamestec's fresh approach to the long-standing Supplier/Customer model was the deciding factor in awarding them this share of Laurel's estate. We believe that risk and reward is a win – win solution in a difficult market for us both."

-Ends-

Editors Notes

Gamestec, part of Danoptra Holdings Ltd, has more than 50 years of experience in the gaming and amusement machines business. With more than 1,300 employees, providing operating services to some 40,000 machines in the UK Gamestec is one of the largest operators in the country.

Gamestec operate machines for customers of all sizes in many different markets, including pubs, bars, leisure venues, licensed betting offices, clubs, bingo halls, casino's and adult gaming centres.

The company invests equally in both people and technology, and aims to deliver the highest quality in customer service and is a key member of both the British Amusement Caterers Trade Association (BACTA) and Business in Sport and Leisure (BISL).

Laurel Pub Company

Laurel Pub Company was formed in 2004, Laurel has grown rapidly to become one of the UK's leading managed pub and restaurant operators, with around 460 drinking and eating establishments, including 11 in Scotland and 9 in Wales.

The Laurel business is split into two distinct divisions: i) casual dining including brands such as Ha! Ha! Bar & Canteen, La Tasca, La Vina and The Slug and Lettuce; ii) bars and pubs including Yates's and traditional pubs. With a focus on driving food sales across the estate, the outlets (located on or just off the high street) offer an increasingly wide-ranging food menu, with a premium drinks range.

Laurel is a private company, with R20 as its largest shareholder.