

9<sup>th</sup> June 2008

## **MECCA BINGO SEEKING TO WIDEN CUSTOMER OFFERING**

National bingo operator working closely with Gamestec to improve customer enjoyment

Mecca Bingo has announced its commitment to providing increased customer choice and amenities by trialing a range of new coin operated games and amusements within its national chain of bingo clubs. Working closely with leading operator Gamestec, Mecca Bingo is looking at ways to improve the entertainment element of its customers' machines experience to customers machines entertainment experience

Adrian Ah-Chin-Kow, Commercial Director for Gamestec said:

“Tough market conditions mean that we need to look more ever more creative and, innovative ways of driving footfall We're very pleased to be working in partnership with Mecca Bingo to offer them alternative equipment and products that will allow them to explore new channels of revenue development and consequently bring an enhanced experience to customer visits.”

Mo Zabed, Head of Machines at Mecca Bingo added:

“Our relationship with Gamestec has evolved into a consultative approach whereby we have trialled and tested various approaches to bringing new games and gaming equipment to our outlets. We are already providing speciality cranes, stackers, pushers which have performed well. In addition we have also recently installed a number of the new Paragon Pro SWP machines in our clubs yielding very pleasing results. We are looking forward to continuing to work closely with Gamestec to look for further opportunities to introduce new products new products into our clubs and enhancing the entertainment experience for our customers.

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