



28<sup>th</sup> November 2007

**PUNCH TAVERNS TEAM UP WITH GAMESTEC TO PIONEER IN-VENUE  
GAMING COMPETITIONS**

Pub company and gaming provider run national tournament

Gaming machine operator Gamestec has teamed up with its largest customer, Punch Taverns, to deliver an innovative new way of increasing cash in box revenues for pub tenants and landlords.

The two companies worked alongside each other to run tournaments within Punch Tavern sites during August, September, and October using Gamesnet SWP terminals across 300 pubs in the UK. Participants went head to head on gaming bestseller 'Deal or No Deal', spelling game 'Word Soup', and the ever-popular 'Ant & Dec's Saturday Night Takeaway'.

Chris Butler, Director of Machines and Vending for Punch Taverns said:

"Gaming machines are a great form of entertainment in the leisure industry and we continue to work with the best suppliers to deliver bespoke new gaming initiatives, as this exclusive tournament shows. Gamestec have successfully demonstrated that individual tournaments can increase our share of the market and provide some great prizes for customers in our pubs. The industry has changed rapidly in the last couple of years and we continue to look at new ways of bringing in and retaining customers who use gaming machines."

Adrian Ah-Chin-Kow, Commercial Director at Gamestec added:

"I am not currently aware of any other operator running this kind of tournament, so we are very pleased to be pioneering this form of entertainment in conjunction with Punch. By initiating this type of scheme, we feel we are supporting our customers in maximising the potential for takings in their gaming machines, and helping them create an ambience and atmosphere within their establishments."

Competition prizes included a 32" LCD TV, and cash amounts from £500-£20. For a list of winners and Punch Tavern pubs, please contact Faye Kenny, Marketing Executive on 0113 258 9495.

--ENDS--