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FORMER GALA BINGO MANAGING DIRECTOR JOINS GAMESTEC
Steve McKenna appointed consultant to leading games group

Gamestec, the leading player in the UK gaming and amusement machines sector, has announced the appointment of former Managing Director at Gala Bingo Steve McKenna as commercial consultant to the business

Steve has more than 25 years experience of working in the UK gaming and amusement industry particularly in the casino and bingo sector. In his three years as Managing Director at Gala Bingo he saw the division grow to 171 sites with 7,000 employees and a 42.6 per cent market share.

Under his management Gala Bingo grew turnover to more than £500 million and an impressive increase in profits of 47 per cent.

At Gamestec Steve will work closely with existing clients to deliver further improved services as well as developing new links with potential customers of the future.

He will also be responsible for delivering the commercial programme of Gamestec's Fit For The Future initiative - a transformation project which will deliver a business more aligned with customer needs, better equipped to capture opportunities in a changing market and operating at significantly reduced costs.

Stuart Ross, Gamestec Group Managing Director, said: "We are delighted to welcome Steve to the team. His background and experience is second to none and we look forward to channeling his insight to great effect. His appointment demonstrates our ongoing commitment to strengthening our presence with new and existing customers in the market."

Steve McKenna said: "Gamestec, as part of Danoptra Gaming Group, has a very exciting future ahead of it as it looks to rise to the challenges and opportunities being thrown up by the market. I look forward to making my contribution and working alongside a winning team."

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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).