

ICE exhibitor enteraction partners with Praesepe to launch the 'Beacon Bingo Social' on Facebook.

Praesepe (a wholly owned subsidiary of MMP) and UK social gaming company and ICE Totally Gaming exhibitor, enteraction are set to launch "'Beacon Bingo Social' on Facebook in early 2012. This game represents Praesepe's first foray into the booming social gaming marketing, typified by games like CityVille and Slotomania, and bolsters the work the company is already doing in the social media space.

The game itself is a more immersive version of traditional bingo, where an over-arching collection and sharing game provides a replacement for the real-money win experience. Users will enter the rooms to play against themselves and others with the aim of building a wonderful paradise garden, occupied by Beacon's mascot 'Beaky'. Players level up by gifting and receiving virtual goods in addition to playing the required number of games to progress. Along the way they can enlist the help of garden locals to aide their progress and give them specific boosts.

As with most social games, Beacon Bingo Social is free to play with customers given the option to make premium purchases for virtual goods and enhanced progression.

This is the first in a line of proposed products as part of a development agreement between the two companies.

Chris Drake, Praesepe's interactive manager confirmed: "We operate in a fast moving sector driven by technology, trends and changing customer tastes. Beacon Bingo Social sets the pace in terms of the social gaming phenomenon and draws on

many of the community values which underpin the bingo experience and which will connect with players. This is a considered and creative deployment by an enthusiastic and committed team and I am extremely confident that it will set a standard which the rest of the sector will aspire to."

Enteraction Managing Director Andy Rogers says "We are hugely excited about launching this game with the Beacon team. They have shown a real understanding of the opportunity social gaming brings to eGaming companies and have stolen a march on others in the market with this product launch"