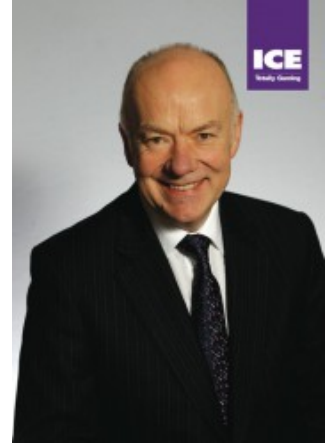


Gambling Business Group praise world best ICE



Peter Hannibal,
CEO of the
Gambling
Business Group,
praises „world
best“ ICE.

United Kingdom (8 January) – The Gambling Business Group (GBG), which represents broad swathes of the UK gaming landscape including the Pub, Bingo, AGC, FEC, On-Line, LBO and Casino sectors, has announced its support for February’s ICE exhibition, being held at London’s ExCeL Centre. GBG, which was formed in July 2014, has a membership comprising many leading organisations in gaming and boasts former BACTA National President Nick Harding as its Chairman and respected senior gaming executive Peter Hannibal as CEO.

Explaining the GBG’s support for ICE, Peter Hannibal said: *„All of our member organisations either exhibit at ICE or if they are operators, visit ICE as buyers. There’s no doubt that the exhibition has grown to be the most influential event on the world calendar and the one which brings international gaming’s pre-eminent thought leaders and influencers to London. Our objective is to provide a strategic voice for*

gaming in the UK and one of our unique strengths is our ability to talk about all gaming types across all sectors, a feature which sits perfectly with the Totally Gaming remit of ICE.,,

„We’ve grown significantly since our official launch six months ago and our members account for close to 70% of Gross Gaming Yield in the UK and employ 64,000 people engaged in the UK gambling sector. I look forward to the opportunity that ICE gives to network with associations and trade groups from throughout the world, to debate the strategic challenges that gaming faces and to showcase our industry to the politicians, advisers and civil servants we intend to host at the exhibition.“

Julian Graves, Managing Director responsible for ICE, welcomed the support of the Gambling Business Group. He said: „Whilst the primary reason for attending ICE is undoubtedly the 500+ exhibitors and the many thousands of gaming products they choose to launch in London, the exhibition has also become the meeting place for many of the world’s most significant trade bodies and associations. I’m delighted to be able to welcome the Gambling Business Group and look forward to the insight they will bring and the contributions they will make to the ICE experience.“

To register for ICE visit www.icetotallygaming.com