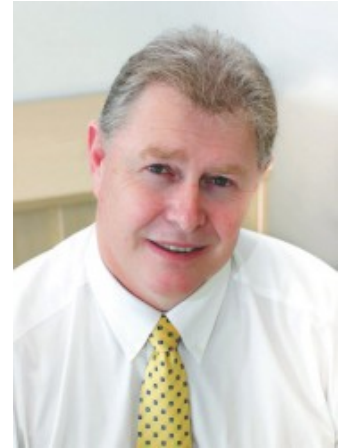


Aristocrat get ICE fundraising campaign off to a flying start

Substantial donation made to Target25 campaign



James Boje, Aristocrat Managing Director – EMEA, hopes the donation will raise awareness and prompt more businesses in the industry to show their support too.

London – Aristocrat Technologies Europe has got Target25, the fundraising campaign launched by Gamesman in support of Mesothelioma UK and The Royal Marsden Hospital, off to a fantastic start with a donation of £2,500 – a wonderful 10% of the campaign target. Launched by Gamesman, Target25 is in honour of the company's Technical Director James Cove, who was diagnosed last year with Mesothelioma, an aggressive form of

lung cancer. The cheque presentation, which will be made by James Boje, Aristocrat Managing Director – EMEA, will take place on the opening day of ICE (Tuesday 3rd February) at 17.30hrs on the Gamesman stand N3-140.

Commenting on the donation, Mark Smith Managing Director at Gamesman said: “I would like to place on record my sincere thanks to Aristocrat for what is an extremely generous donation – I am genuinely touched and honoured. This has been an incredibly difficult time for James Cove and a challenging year for all of us in the business. We are all focused and motivated by this fund-raising initiative and to receive this very generous kick-start, is a huge boost and one for which I am extremely grateful.”

“James, who is only in his early 40’s, has been with us from the very beginning of our journey and is a much-loved part of the Gamesman fabric. Mesothelioma receives very little by way of Government funding so we have set ourselves a target of raising £25,000 between ICE 2015 and ICE 2016 which will go to research into the disease and to the Royal Marsden Hospital, which is at the forefront of providing treatment and care in the UK. Kate Chambers and her the team at ICE have been kind enough to help publicise Target25 and I’m delighted that with their help and the generosity of Aristocrat that we have got off to such a brilliant start.”

James Boje, Aristocrat Managing Director – EMEA, said: “Gamesman is a longstanding supplier of machine components to Aristocrat and we welcome and share in the strong values of this organisation, their families and communities. This is a horrific disease and we are proud to support James Cove and Gamesman in their endeavors to raise £25,000 to help others facing similar afflictions. Our hope is that this donation will raise more awareness for this worthy cause and prompt more businesses in our industry to rally round and show their support too.”

Kate Chambers, Portfolio Director responsible for ICE said:
_“This is a demonstration of the gaming industry at its
compassionate best. Yes, ICE is about business but it’s also
about community and looking after individuals who are part of
gaming’s extended family. Huge credit has to go to Aristocrat
for their donation and we will be doing our very best at show
to help Gamesman reach their target, hopefully way ahead of
ICE 2016.”_