

Inspired Gaming Group at The Betting Show 2008 - Betting market Share

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Category: [Leisure, Entertainment, Miscellaneous](#)

Press release from: [Inspired Gaming Group](#)

Agency: **Mantra PR**



Known to many in the LBO industry as Leisure Link, Inspired is using The Betting Show as an opportunity to 'relaunch' its LBO brand as Inspired Gaming Group. Headed up by Martin Lucas, Inspired's LBO business already supplies 41% of the market, including major chains such as William Hill and Ladbrokes, but it is also the largest supplier of machines and content to independent bookmakers, including Betfred.

Inspired Gaming Group plc (Inspired), the leading supplier of gaming machines and content to the LBO market, today announces its presence at The Betting Show 2008. Inspired will be taking a stand at the show (# 770) to unveil a raft of new and exclusive category B2, B3 and C content. Inspired is also launching a range of new B2 and B3 content in advance of the Betting Show through partnerships with Gamesoft, Psiclone, Max Gaming and Barcrest

Inspired will be exhibiting on Stand # 770 at The Betting Show in the NEC on 22 and 23 October 2008. There will be competition prizes to be won on both days including one rent free terminal for a year for one lucky customer who signs up or renews an existing contract at the show itself.

Inspired Gaming Group plc (UK:INGG: news, chart, profile) is the leading player worldwide in the Open Server-Based Gaming (Open SBG(TM)) market and is also the leading provider of analogue and Open SBG(TM) machines in the UK for the leisure and gaming markets.

The Group provides Open SBG(TM) software systems and Open SBG(TM) digital and networked terminals in 10 countries today. The Group manages over 50,000 machines across the UK, of which in excess of 24,000 are already on the Open SBG(TM) platform.

The Group's customer base includes bars, casinos, bingo halls, licensed betting offices, holiday parks and other out of home leisure venues. Key customers include the major gaming companies such as William Hill and Gala Coral Group.

The Group is also the leading provider of Fixed Odds Betting Terminals, itbox skill gaming terminals, and other Open SBG(TM) variants.

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[You can find this press release here](#)