



ICE delivers on all fronts for Storm Gaming Technology

Cosford, UK - February 15th 2015: Richard Sheldon, Managing Director of Storm Gaming Technology, declared ICE Totally Gaming 2016 a resounding success, on multiple levels, for the UK developer and manufacturer praising the “abundance of top quality leads from all around the world” and “huge and positive response from operators and retailers to our new product offerings, in particular the Street Casino 2016’ concept.”

Noting that the overall evolution of the show continues year-on-year, expanding in size, quality and very significantly, diversity, a peek at Sheldon’s crowded show diary confirms his enthusiasm. From the beginning of Tuesday right through to the close of Thursday, the Storm Gaming team hosted an eclectic collection of meetings with UK land-based and online operators, US operators and potential development partners, global suppliers, Asian prospects, Eastern European clients, TV companies, financial institutions, content providers and even composers of music. This flow was unbroken and the range of opportunities arising out of these various discussions is tremendously exciting.

Fellow Director Steve Murray also spoke of the “massive number of international visitors” and the significance of the event as “the debut for the new management team and a collection of new faces, recruited to take the business forwards.” This strengthening of internal resources includes proven recruits in software and graphics and also the outward-facing disciplines of sales and marketing.

Sheldon concluded: “In terms of our gaming activity and more diverse and international interests, ICE Totally Gaming represents the perfect start to the year. It’s an intense experience but it sets us all up for an exciting period of further exploration and development.”

About Storm Gaming Technology

Storm Gaming Technology is the UK’s No.1 independent manufacturer of digital land-based gaming solutions, supplying fully compliant gaming platforms to operators in the UK, Spain, Holland, Belgium and Croatia, with around 5,000 digital products installed across the pub, bar, club and arcade sectors. Platforms, terminals, software systems and games that are prominent in street markets, social, mobile and online are all designed to support independent operators of gaming machines and put them at the forefront of quality gaming content offerings that engage and resonate with players. Recently repositioned as a globally capable technologies business, providing turnkey and omni-channel solutions throughout Europe and emerging markets beyond. Storm Gaming Technology is fully licensed by the UK Gambling Commission. For further information, please visit: www.stormgt.com

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