



PRESS RELEASE

FOR IMMEDIATE RELEASE:

Gaming Technology Group introduces PROMOLINX kiosk, the premier casino tool for aligning Player Value with Marketing Reinvestment

Las Vegas, NV, 9/12/17 – Gaming Technology Group (GTG), leader in complete, Affordable casino systems for Small to Mid-Sized Casinos and Slot Routes, today introduced PROMOLINX, the premier revenue-driving tool for casinos. This affordable yet powerful full-service promotional kiosk is the key to patron loyalty, it allows operators to align marketing reinvestment costs to the exact players that warrant it.

Accessibility and Pricing

“Until now, operators have not had an affordable promotional kiosk solution available to them,” said Jon Whipple, CEO of GTG. “With GTG’s recent launch of UltraLinX (<http://gamingtechnologygroup.com/products/ultralinx>), GTG’s full-floor slot and loyalty systems solution, and today’s introduction of PromoLinX, operators with smaller budgets can now compete at a whole new level.”

Player Engagement and Revenue

PromoLinX (<http://gamingtechnologygroup.com/products/promolinx>) has many features that expertly engage players. It has a 42-inch vertical touchscreen and a magnetic-swipe card reader, as well as a voucher, receipt and coupon printer. Its large display allows players to clearly see and understand all casino promotions and marketing messages. It can be split into a patron engagement screen and an advertising section, or the entire screen can be allocated to guests. This allows PromoLinX to be used for internal marketing and external revenue streams.

Exciting Promotions

“Each individual player is different, so it is important to incentivize them in ways that appeal directly to them,” said Whipple. “PromoLinX allows individualized player experiences based on casino value, including exciting check-in events and games, as well as Swipe & Win, Earn & Get, Pick & Win, and Drawings. We are thrilled that both operators and players alike will benefit from this exciting new tool.”



About Gaming Technology Group

GTG is an industry leader in affordable slot, cash management and player loyalty systems for small to mid-sized gaming operations. GTG was formed in May, 2010 as a spin off from its predecessor, Western Money Systems. With its flagship GameLinx and PlayerLinx systems, and its recent NGCB approval of its UltraLinx system, GTG currently has installations in nearly 200 gaming locations within Nevada. GTG has offices in both Reno and Las Vegas, Nevada, with headquarters in Las Vegas.

For more information see: www.gamingtechnologygroup.com

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