

Bluberi Set to Reveal Dramatic New Product Line-Up at G2E 2017

Innovative new cabinet line responds to unique operator challenges, Novus Series™ revolutionizes gaming floor cabinet configurations

DRUMMONDVILLE, Quebec (September 14, 2017) – With an aggressive and innovative product pipeline planned to rollout over the course of the next 18-months, Bluberi is preparing for one of its most dramatic G2E reveals in the company's 25-year history.

“We have spent the better part of the last year out in the field, listening to and working with casino operators to truly understand the challenges they face on the gaming floor and in running their business,” said Mike Starzynski, Bluberi Chief Executive Officer. “We have taken this knowledge to design and develop an innovative new product line that provides operators with customized, flexible solutions specifically built around their individual businesses.”

Backed by Callidus Capital Corporation, Bluberi embarked upon a discovery mission to improve upon current innovations and develop solutions for customers that are configurable and provide a steady, transitional product roadmap that helps evolve and future-proof their gaming floors. Bluberi will debut these powerful innovations at booth #3450 at G2E 2017 with a new mix of cabinets and games that address customer needs in Class II, Class III and TLS gaming jurisdictions.

The innovation begins with the new Novus Series™ by Bluberi cabinet line which boasts an interchangeable common base that supports six different display modules for maximum operator flexibility. All Novus Series™ cabinets are built with 25 years of experience, stability and player-centric performance designs to make installation simple, efficient and timely. The Novus Series™ is designed to simplify floor space planning and ensure minimal footprint in the building of slot banks and carousels. At the core of the Novus Series™ is the new Spider™ Game Board by Bluberi. The Spider™ is designed from the ground up to drive the new cabinets and their display modules to maximum impact generating an engaging, immersive customer experience. The first two display modules to premiere include the Novus Series™ Slant and Novus Series™ Upright.

In addition to the Novus Series™ cabinets, the b.POD™ by Bluberi is an innovative upgrade feature that may be added to existing Bluberi cabinets or the new cabinet line. The b.POD™ presents a vertical theater effect on the casino floor that extends player excitement from two screens to three. Boasting a 55-inch full HD 1080P monitor and dual 22-inch high resolution monitors, the b.POD™ is best configured across a bank of four or more cabinets and leverages the three-screen model with prize announcements made on the largest top screen to attract attention to popular game features from anywhere on the casino floor. Additionally, further upgrades have been made to the

BluKnight™ by Bluberi cabinet line featuring the b.POD™ extension including new full HD-enhanced screens to augment existing Bluberi games.

Bluberi will also debut a total of 16 new game titles at G2E including the new Class III games Frogged Up, Emperor Mystery, Wild Wishes and D ng L ng featured on the b.POD™ configuration. Bluberi’s game content continues to evolve with changing consumer tastes and features life-like animation to create fun and immersive worlds for players to enjoy.

Bluberi’s innovations demonstrate the company’s commitment to design gaming solutions built around casino operator and player needs, a mantra brought to life in the company’s new “Gaming Built Around You” campaign.

“We want to be seen as a partner, not a vendor,” says Starzynski. “We want to have a conversation with our customers, not a transaction. It’s about more than shipshare for Bluberi. Our customers should know that listening and incorporating their feedback is important to us so we can consistently deliver a strong return on their investment and deliver exceptional gaming experiences to their players.”

Experience the difference of Bluberi and Gaming Built Around You™ at G2E 2017 booth #3450 at the Sands Expo Center in Las Vegas October 3-5.