

COMPETITION INTERACTIVE PUTS THE PEDAL TO THE METAL DEBUTING “RUNNING RICH REELS” AT G2E It’s a Slot Game & Video Game on the only Slot Cabinet in the World with a Steering Wheel!

*The Las Vegas Gaming Manufacturer Celebrates Successful Field Trials this Month
at Mohegan Sun in Connecticut*

LAS VEGAS, NV (October 14, 2019) - **Competition Interactive** has a lot to celebrate at this year’s **Global Gaming Expo, G2E, October 15-17, at the Sands Expo Center**. The gaming manufacturer and distributor is showcasing its expanded portfolio following the successful first week of field trials of its premier slot and video game, **Running Rich Reels**, at Mohegan Sun in Connecticut. The Competition Interactive team is excited to exhibit the reimagined game where players battle for cash on race tracks based on modern spins of classic fairytales.

“We are very encouraged after field testing Running Rich Reels in Connecticut this past week,” said Paul Steelman, CEO of Competition Interactive. “The player reaction was overwhelming and the win results did more than meet, but beat our expectations.”

Following the launch of Running Rich Racing, in three prestigious Las Vegas properties last year (Venetian, Planet Hollywood and The D), the team spent hours listening to player feedback. The game is now even more intuitive and fun to play and win, after the team incorporated those recommendations to further enhance the gaming experience.

One of the biggest challenges to tackle was the transition from traditional slot player to a skill based game player. The customer reaction to the newly titled product Running Rich Reels does just that!

A regular 3 x 5 reel slot uses the assets from the Running Rich Family in a feature packed offering. Players spin the reels to secure a wild barrage, free spins and bonus features--all with high hit frequency to ensure customer engagement. Players have the choice to receive the random payback or grab the steering wheel and play the video game to win a high energy skill race from one of three random levels (Bronze, Silver or Gold). The arcade and console style video game features eye-popping 3D graphics and animations.

The placement they secure at the end of the race determines the level of payout they receive, which is made even more fun and rewarding with the addition of a surprise loot box, which pays a random prize from the bonus pool.

The company’s newest products also include the **Star Striker racing slot games**. **Star Striker** is the third title in the Competition Interactive catalogue. The fast paced, sci-fi anti-gravity space racing game is set deep in space. Players spin the reels for cash to do battle with enemy alien ships while building the stats for their vehicle to wager on various bonus level races for the ultimate Payday.

Competition Interactive is the innovative marketing leader in skill based gaming. The games are social, competitive, skill-based, fun, and the remarkable game design and art, created by Inviro Studios, is of AAA studio quality. Headquartered in **Steelman Partners** offices in Las Vegas, the gaming company was born from the love of video game technology and the passion of evolving the casino gaming experience. With leading gaming architect and innovator Paul Steelman at the helm along with Keith Winters, a veteran of digital media and animation, and Roger Hawkins, a 20 year veteran of the casino industry, the team is comprised of gamers, designers, artists, developers, engineers, and entrepreneurs. Together this experienced and creative group is breaking new ground by bringing art and science into the world of casino gaming.

“Competition Interactive is revolutionizing the casino floor by creating new and memorable entertainment experiences,” said Steelman. “We designed a cabinet that is comfortable and luxurious with a premium adjustable leather seat and HD audio surround sound system. Players can win these races based on skill and they can win based on chance, which allows everyone to be able to play and win.”

G2E attendees can experience the rush playing these racing games at **Booth 4823!**