



## **GAMECO AND INTERBLOCK FORM CASINO ADVISORY PANEL TO RECOMMEND INDUSTRY BEST PRACTICES FOR ADOPTION OF NEW PRODUCT INNOVATION**

### **Innovation Adoption Advisory Panel Features Leading Gaming Industry Executives with Expertise in Casino Floor and Marketing Operations, Gaming Equipment Development, Finance and Analysis**

LAS VEGAS, NV – August 3, 2017 – A recently formed panel of casino gaming industry executives is providing insights on best practices for the adoption of innovative technology solutions that can help engage both current casino players and potential new players. The Innovation Adoption Advisory Panel (“IAAP”) was formed as part of a collective effort by luxury gaming manufacturer and electronic table game (ETG) market leader Interblock, and GameCo, Inc., creator of the world’s first skill-based Video Game Gambling Machines (VGM™), to further spur continued innovation in casino gaming product development and commercialization.

Industry topics being considered by the IAAP include many disciplines that impact the casino gaming floor including floor optimization, player marketing, game development, demographic-based guest engagement, and casino gaming floor utilization and analysis. The IAAP plans to release a white paper in mid-September that will summarize the group’s insights and recommendations and foster ongoing discussion about best practices for bringing new and innovative products to casino patrons.

Commenting on the formation and goals of the IAAP, John Connelly, Global CEO of Interblock, said, “Over the last 20 years, a number of innovative technology solutions have helped to elevate the entertainment experience for players and drive higher performance for casino operators. One of our primary goals in forming the IAAP is to study how the industry as a whole can bring innovative solutions to the market at a faster pace while at the same time making it easier for players to feel comfortable with new forms of gaming entertainment as quickly as possible. In bringing together industry executives with a diverse range of expertise and responsibilities, we expect to have a broad range of ideas that can help guide the industry on effective strategies for developing and adopting new gaming technology solutions.”

“The casino gaming industry competes with many other industries for consumers’ attention and wallet, and our ability to complement familiar casino gaming entertainment products with new offerings that can increase players’ overall value and entertainment experience is a critical goal,” said Blaine Graboyes, co-founder and CEO of GameCo. “With the IAAP, we have brought together thought leaders with many years of industry experience and success to provide their insights to accelerate the adoption of innovative new gaming technologies. We look forward to sharing these insights with the industry ahead of the Global Gaming Expo in early October as we hope to spur additional informative discussion on this critical topic.”

### **Innovation Adoption Advisory Panel Members**

The IAAP Panel is comprised of senior gaming industry executives with experience across the spectrum of the industry. Panelists include:

**Greg Carlin, Chief Executive Officer - Rush Street Gaming, LLC** (22 years of Gaming industry experience)

**Brian Eby, Executive Vice President of Operations and Chief Innovation Officer - JACK Entertainment LLC** (22 years of Gaming industry experience)

**Todd Eilers, Principal - Eilers & Krejcik Gaming, LLC** (15 years of Gaming industry experience)

**David Farahi, Chief Operating Officer – Monarch Casino & Resort, Inc.** (12 years of Gaming industry experience)

**Felix Rappaport, President and Chief Executive Officer - Foxwoods Resort Casino** (38 years of experience in the Hospitality, Resort, Entertainment, and Gaming industry)

**Scott Schweinfurth, former Chief Financial Officer – Scientific Games Corporation, WMS Industries, Inc. and Bally Gaming** (22 years of Gaming industry experience)

### **About Interblock:**

Interblock® is a worldwide leading developer and supplier of luxury electronic table gaming products. Its multi-player gaming devices set industry standards and provide the ultimate in luxury interactive entertainment experiences. The Interblock brand is globally recognized for diamond quality gaming solutions and technical support in more than 200 jurisdictions. Interblock's exclusive collection of fully and semi-automated electronic gaming tables and video gaming solutions provide casinos, arcades and gambling halls with superior product performance and their guests with an unforgettable gaming experience. For more information, visit [www.interblockgaming.com](http://www.interblockgaming.com) or call +1 (702) 260-1384.

### **About GameCo, Inc.:**

GameCo, Inc. is a pioneering company uniting the experience of playing video games with the excitement of gambling by creating the world's first video game gambling machines (VGM™). GameCo's VGM is the first platform to bring video game play to the casino floor engaging a new generation of casino customers. The first video game skill-based gaming platform approved by any regulator in the United States, GameCo's patented VGM proprietary arcade-style cabinets allow a player's skill to determine the payout and winnings while maintaining the same casino-based economics as slot machines. GameCo is developing VGM games under license from major game developers and entertainment IP companies, including Paramount's "Mission Impossible" and "Paranormal" brands, and "Terminator 2: Judgment Day" from StudioCanal S.A.S.

GameCo's VGM won the Silver Medal in the Best Slot Product category at the 16th Annual Global Gaming Business Gaming & Technology Awards. GameCo was founded by experienced video game, casino, technology, and live event executives from Scientific Games, IGT, and AGS along with award-winning producers for game publishers such as Blizzard Entertainment, WarGaming, Ubisoft, DreamWorks, and The World Series of Video Games.

GameCo is privately held and headquartered in New York City with additional offices in Las Vegas. For the latest GameCo news, please visit [gameco.com](http://gameco.com) or follow the company on Twitter at [twitter.com/GameCoInc](https://twitter.com/GameCoInc).

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