



## Press Release – For Immediate Release

### BaddaMedia sign partnership agreement with GTS

(LONDON, UK – April 2009) Gaming Technology Solutions PLC (“GTS”), a leading global supplier of end-to-end soft gaming solutions have today announced the signing of a partnership agreement with BaddaMedia Inc. ([www.baddamedia.com](http://www.baddamedia.com)), a supplier of original gaming content to the legal online casino and gaming marketplace.

Under the agreement, GTS will integrate new games created by BaddaMedia on to the GTS Enhanced Gaming Engine (EdGE) platform. This will allow any operator using the EdGE platform to access all existing and future games content created by BaddaMedia.

BaddaMedia is looking to amaze and incentivize players and operators alike with games that generate higher returns and prolong the user experience and lifetime value. Their mission statement - “To expand your brand”.

The GTS EdGE platform is a cost effective and easily integrated games engine that allows online operators to manage their games with ease. The enhanced Back Office (ICE) delivers many functional and performance enhancements to including support for games marketing campaigns, report customisation, customer support and much more in a user interface that is both practical and easy to use.

Steven Matsell, Director at GTS commented, “BaddaMedia is a games developer that is producing truly fresh and creative content. We look forward to introducing our customers to their highly innovative and exciting catalogue.”

Meir Moses, President and Co-Founder of BaddaMedia says: “We are genuinely excited to be partnering with an inventive company like GTS. Their enthusiasm and confidence in our products and vision has been energising and will provide their licensees with access to superb original gaming content to re-invigorate revenues and ensure player entertainment.”

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Contacts and enquiries:

#### **GTS**

Steven Matsell, Director

+44 (0) 1473 217 111

#### **BaddaMedia Inc.**

Meir Moses, President

+1 604 417 5423

[Meir.moses@baddamedia.com](mailto:Meir.moses@baddamedia.com)

Notes to Editors

## **Gaming Technology Solutions PLC (“GTS”)**

Formed in 2005 Gaming Technology Solutions ( GTS plc ) is a leading provider of cross channel gaming solutions for online gaming operations. Fundamental to our success is our patented EdGE platform facilitating the delivery of a wide catalogue of successful game titles from world class games developers. We are a truly “Open” platform and integration partner to our licencees.

**BaddaMedia Inc.** supplies original gaming content to the legal online casino and gaming marketplace. BaddaMedia deploys highly appealing and inventive games to partners that recognize and deserve the best products. By treating each game as a unique work of art, and not a mere template, we bring a new paradigm in slots design and development.

[www.baddamedia.com](http://www.baddamedia.com)