



Retailers offer BFG a VIP welcome

Nottingham-based gaming machine manufacturer Bell-Fruit Games has announced yet another full round of approvals from the major retailers, this time for the striking new Cat C model VIP DEAL OR NO DEAL. The latest addition to the DOND family comprises a multi-stake offering, complete with Scorpion 6 technology, housed within the eye-catching Eclipse cabinet.

VIP DOND joins a long and illustrious line of hugely successful titles bearing the Endemol UK licence, indicating quite clearly that there is no let-up in appetite for what has become the most recognisable brand in the single site sector. And in keeping with its lauded predecessors, this model delivers all the familiar attributes that players have grown to appreciate, as well as some compelling new features to keep things fresh and contemporary.

Sales and Marketing Director John McLoughlin commented on the news: "We are delighted to be able to announce, yet again, another great success story for Bell-Fruit Games and the DOND licence via these latest approvals. This is a fantastic brand that marries perfectly with the Cat C genre; and that's been proven beyond doubt by the long succession of great AWP games it has inspired. However, credit must also go to our game design team for ensuring that it remains consistently fresh, compelling and attractive with each new title that we present to the market."