



PHANTOM
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INNOVATIVE
GAMING[™] INC.

Phantom EFX Partners with Innovative Gaming, Inc. to Develop the *Reel Deal Casino* and *Reel Deal LIVE* Version of IGI's New Casino Table Game, Quick Seven™

Cedar Falls, Iowa – July 20, 2010 – Phantom EFX, a leading developer and publisher of PC based casino and card game titles, announced today a partnership with Innovative Gaming, Inc., a leading developer of skill-based and casino games, to include the new casino table game Quick Seven™ in Phantom's ***Reel Deal LIVE*** online virtual casino and its ***Reel Deal Casino*** franchise of retail titles. Upon completion of development, Quick Seven will become the newest addition to Phantom EFX's impressive line of ***Reel Deal Casino*** games, offering players a unique gaming concept that is easy to learn, fast-paced, and includes never before seen opportunities to win.

"Our new partnership with Phantom EFX is fantastic, allowing us to offer both current fans of Quick Seven as well as up-and-coming fans a chance to experience the game unlike ever before," said Larry R. Cockrell, Jr., President of Innovative Gaming, Inc. "With a unique gaming concept, Quick Seven offers players something new and exciting as an alternative to traditional casino games, variations, or side bets on the market."

With this new partnership, Phantom EFX will offer a new casino game unlike anything currently available on the market, adding to their ever-expanding portfolio of casino table games. The partnership will also allow Innovative Gaming a chance to offer Quick Seven to a new, large audience of PC and Mac casino table game enthusiasts that Phantom has been delivering top-quality games to for years.

"The numbers behind the Reel Deal franchise speak for themselves, and we can't wait for all of our fans and customers around the world to experience Quick Seven, this great new game IGI has developed," said Jim Thompson, president of Phantom EFX. "We at Phantom are always looking for the latest, most exciting slots, card and table games to feature in our games, and IGI has delivered just that with Quick Seven. We're proud to be one of the only places to experience this addictive new game."

Quick Seven™, unlike most casino games, allows players a chance to get involved in the game by making discard decisions, pressing existing wagers, hedging losing wagers, and the ever popular hitting of the hands. For further information, please visit www.quickseven.com or play the free online game (www.quickseven.com/doc/QuickSevenGame.swf) to experience what everyone is talking about. For more information about the ***Reel Deal*** franchise, ***Reel Deal LIVE*** or Phantom EFX and its other products, please visit www.phantomefx.com.

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About Phantom EFX

Phantom EFX is a software entertainment company that creates ultra-realistic experiences that come to life on PCs, mobile devices and consoles. Phantom EFX, with top-notch talent, facilities, resources, and a relaxed Midwest atmosphere, has the vision and capabilities to continue to successfully produce titles that are fresher, more entertaining and graphically superior to the present market offerings. For more information about Phantom EFX, please visit: www.phantomefx.com.

About Innovative Gaming, Inc.

Founded in 2005, Innovative Gaming develops and enhances casino games and games of skill to license to various gaming markets around the globe, both for fun/entertainment and live interactive gambling via mobile, online, and land-based casinos. Innovative Gaming keeps in mind the interest of the casino as well as the players when developing new products. For further information, please visit: www.innovative-gaming.com

About Reel Deal LIVE

Constructed in 3D, ***Reel Deal Live*** is a completely virtual, online community where gamers can socialize, place bets and experience the "high roller" life without wagering a dime. The game offers players the opportunity to take their character from a simple tourist in a casino to one of the most powerful gamblers around. With ***Reel Deal Live***, players are given incredible casino quests, unique friendship opportunities and the freedom to master their own gaming universe. For further information, please visit: www.reeldeallive.com

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