



FOR IMMEDIATE RELEASE

Independent Research & Advisory Firm Hires Senior Consultant to Lead European Research Efforts

Santa Ana, CA – June 1, 2016 – Eilers & Krejcik Gaming, a boutique research and advisory firm, announced today it will be expanding its research team with the addition of Alun Bowden. Mr. Bowden, has joined the firm as a Senior Consultant and will help lead the firm’s efforts as it relates to European market research and consulting activities. Mr. Bowden’s initial focus will be on the real-money online gaming sector including the publication of the firm’s new proprietary *European Online Gambling Tracker*, which is published quarterly.

“I’m thrilled to welcome Alun to the team, we’ve already collaborated on a few projects together and I think his background, skill-set, plus being based in the UK will allow us to provide a unique level of market insight for our clients” said Adam Krejcik. “I’m excited to be joining Eilers & Krejcik Gaming, they’ve established themselves as one of the most respected and insightful research firms in the industry and I think my experience of the European online gambling sector will provide a unique and complementary offering to their client base” said Alun Bowden.

Alun Bowden is one of the most experienced analysts in the online gambling sector, having covered the sector as a journalist and researcher since 2002. He was editor of industry bible eGaming Review from 2002-2005 and established it as the primary source of business information for the sector before leaving to head up gambling content for Dennis Publishing. After Dennis, he left to run his own gambling-focused content consultancy business before returning to eGaming Review as group head of content in 2013 where he helped launch a number of new business areas including eGR Research. He left eGR in mid-2015 to set up as an independent consultant focused on iGaming research and analysis.

About Eilers & Krejcik Gaming

Eilers & Krejcik Gaming, LLC is a boutique research and advisory firm focused on servicing the gaming equipment, technology, and interactive gaming sectors within the global gaming industry. Our products and services include market research, company research, consulting and advisory services designed specifically for land based & online casino operators, equipment & technology suppliers, social gaming companies, real-money online game companies, and institutional investors. Additional information regarding our research products and advisory services can be obtained calling Adam Krejcik at 714-619-9330, or visiting our website at www.ekgamingllc.com.

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