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Press Release

SmartALERT extends the reach of its self-exclusion trial to Talarius

Birmingham based SmartALERT secures Self-Exclusion trial with UK's largest coin-op provider

Birmingham, United Kingdom, For Immediate Release: SmartALERT, the developer of SmartEXCLUSION, the UK's first multi-platform and multi-sector self-exclusion solution for the gambling sector, is pleased to announce the launch of its trial with Talarius, the UK's largest operator of Adult Gaming Centres (AGCs). The SmartEXCLUSION application enables operators to create and share information on self-excluded customers with their own outlets, other operators within their sector or cross sector operators instantly.

SmartEXCLUSION is a mobile application that is installed on a Samsung Galaxy tablet and connected to the internet via Wi-Fi or 3G. The operator creates a new self-exclusion by completing details within the app and capturing an image of the customer. The customer has the option of being connected with support groups within their area and completes the application with an electronic signature. Once the record is created it is instantly shared across the SmartEXCLUSION network based on the options selected for other outlets or operators to view. This groundbreaking solution can also be integrated into online providers' websites and mobile apps via an API link and will also be accessed via a web browser interface in the coming months together with the possibility of a call centre option in the future.

The SmartEXCLUSION trial with Talarius is supported by Samsung Electronics who have provided the Galaxy Tab hardware for the duration of the evaluation period.

Commenting, SmartALERT's Co-Founder and CEO Martin Fox said: "SmartALERT is delighted to be working with Talarius during this trial for the Adult Gaming Centre (AGCs) sector and it comes just weeks after a successful trial with the Licensed Betting Office (LBO) sector which saw the UK's largest operator's trialing SmartEXCLUSION across Birmingham. SmartEXCLUSION has taken a serious amount of development and forms the start of a suite of additional apps and features that will be released to support the gambling sector. We look forward to hearing the feedback from Talarius regarding this trial and look forward to working closely with them."

Commenting, Talarius' Compliance Manager Rob Capener said: "Managing self-exclusions across a large number of venues can be challenging. A big part of this is ensuring that colleagues in all relevant venues are aware of customers that have opted to self-exclude as quickly as possible. Innovative technology such as the SmartEXCLUSION tablet allows us to share this information immediately, so we can protect our

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customers who choose to self-exclude and reduce instances of problem gambling in our venues. We look forward to seeing the impact of this trial on our business.”

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Notes to editors:

SmartALERT are the developers behind the SmartEXCLUSION application, the UK’s first multi-platform and multi-sector self-exclusion solution for the gambling sector. SmartALERT is a wholly owned subsidiary of Smart Plus Group, founded by Martin Fox and Paul Harris in 2013 and based in Birmingham, UK.

Smart Plus Group have developed innovative solutions for TV advertising replacement for bars, pubs and other public outlets and supported brands like Budweiser during the FIFA World Cup 2014. Together with the development of other applications to assist businesses in conforming to legal and legislative procedures. For more information visit <http://www.smartalert.org.uk>