

FOR IMMEDIATE RELEASE

Playerati launches “GameBar” the world’s most exclusive gaming table

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London January 18, 2010 -- Dubbed “The only one of its kind!” by Financial Times, the [Playerati GameBar](#) is a sophisticated fusion of appliance and entertainment crafted within a table like no other.

At the touch of a button, a seemingly ordinary gaming table reveals an extraordinary refrigerated rising bar from within. Another touch of the remote lowers the bar to its original position, disappearing entirely and only leaving your gaming table to continue play. Unbelievable? Not at all, this is GameBar, the world’s most exclusive and unique gaming table. A truly innovative product elevating the art of leisure to new heights, the integrated refrigeration unit is concealed within any bespoke game table configuration to accommodate most games including Poker, Roulette, Blackjack, Baccarat, Punto Banco, as well as many others.

The Playerati GameBar is a manifestation of an exclusive alliance dedicated to innovation within the space of gaming and entertainment. Designed by [Playerati](#) and manufactured by [Gorenje](#) in the EU, the GameBar is governed by cutting edge patents, constructed from the finest materials through world-class manufacturing standards and supported by a global supply and service network. This partnership of pioneers between Playerati and Gorenje is a commitment to deliver technology, design & function for the profit of entertainment. The first testament of this commitment, the Playerati GameBar, will be unveiled at [IGE \(International Gaming Expo\)](#) in London Earl’s Court between the 26th and 28th of January.

The elite level of entertainment and user engagement delivered through the GameBar has been intimately designed for casinos, luxury hotels, nightclubs, and exclusive private entertainment within private estates, offices, jets, or yachts. The simple placement of the GameBar within a venue assures more people, more loyalty, and ultimately more revenue for the venue. After all, what really distinguishes a VIP table in a casino from that of any other? In a world where players are becoming more discerning and demand more unique experiences, the GameBar is ready to oblige giving proprietors such as casino, club, and hotel owners unique ways to redefine their spaces and offerings.

Imagine, in a casino the GameBar is reserved in advance for a special occasion to celebrate and gamble with friends, stocked with the player’s favourite champagne and canapés, with a request for that lucky croupier of course.

Imagine, in a private domain (e.g. home, office, jet, or yacht) the GameBar enchants and entertains your guests in style while also doubling as a dining or conference table.

Imagine, in a nightclub the GameBar becomes the ultimate VIP table where friends can play poker with one another, while enjoying their favourite cocktails and lounging.

Imagine, in a luxury hotel suite the GameBar transforms the meaning of mini-bar and allows guests to experience a private and exclusive gaming experience by simply summoning a croupier as they would room service.

Imagine no more, experience no less! The Playerati GameBar is ready to cater to you at the world’s most exclusive casinos, luxury hotels and nightclubs worldwide. If you want to be a part of these privileged experiences, Playerati is pleased to discuss sales, distribution, and channel opportunities globally.

About Playerati

Playerati is no stranger to innovation. As a pioneer in the world of online gaming and evangelist of sovereign lifestyles, Playerati created the world’s first [Open Lottery Platform](#), allowing anyone to create their own lottery as a sophisticated fund raising tool, then introduced Non-profits organizations and charities to the world of online gaming by creating a symbiotic profit sharing relationship between games

of chance and social responsibility. Playerati was also the first visionaries to usher the world of social networks into online gaming by creating and integrating bespoke gaming widgets into social networks like Facebook, MySpace and many others. Play by your own rules...Be *Playerati*.

About Gorenje

Established 60 years ago, Gorenje is one of Europe's leading home appliance manufacturers, combining state-of-the-art technology with superior design and great value. 3.5 million Gorenje appliances are sold every year in over 70 countries. With its innovative, technologically perfected, environmentally friendly and stylish products, Gorenje is aiming to become the creator of the most innovative design-led home appliances in the world collaborating with luxury designers such as [Pininfarina](#), [Swarovski](#), [Ora-Īto](#) and [Karim Rashid](#). Gorenje inspires.

Further details about Playerati and the GameBar are available at www.GameBarTable.com

For additional media information, please contact:

Playerati Media & Communications Manager

Telephone: +44 20 7112 4650

Email: marketing@GameBarTable.com

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