



**Press Release Contact Information:**

Ali Valani  
William Hill PLC  
e-Gaming marketing executive  
E-Mail: [Email us Here](#)  
Website: [Visit Our Website](#)

**William Hill Casino gets new games**

*Six new action-packed slots for e-Gaming customers.*

/24-7PressRelease/ - LONDON, UK, April 24, 2008 - William Hill (LSE:WMH), one of the world's largest e-gaming companies, has today launched six new action-packed slot machine games at its online casino website, [www.williamhillcasino.com](http://www.williamhillcasino.com).

The new multi-line video slots combine exciting arcade-style video gameplay with the chance to win big cash jackpots and unique interactive bonus features.

The six games - Street Fighter, Fantasy Realm, Outta Space Adventure, Sunday Afternoon Classics, Roamin' Gnome and Dad's Day In - will appeal to a broad range of slot machine fans with their wide range of themes from classic Hollywood movies to streetfighting.

They all offer five-reel slot-machine gaming, with up to 30 paylines paying out as much as 6,000 times your line bet. And the company says the new games are among the most thrilling it has brought out for its customers.

Lester Fernandes, William Hill product manager for e-gaming, said, "We think our customers will love these six new games. They offer something for everyone".

"Video slots are massively popular with online casino players, and these are some of the most exciting around - with great, playable features.

"We're always trying to bring more exciting gaming content to the marketplace - and these six games fit our aim perfectly."

New players at the William Hill Casino can enjoy the games with the benefit of a 50 New Player Bonus (subject to stake), which is available to all new William Hill Casino customers. Anyone interested should [visit the online casino](#) for details.

[William Hill PLC](#) was founded in 1934 and has grown to become one of the best-known names in the UK betting industry. It takes bets on a wide-range of sporting and other events through its betting shops, its telephone call centres and over the internet.

It is a market leader both online, where it operates casino, poker and bingo websites, and on the High Street, where it has more than 2,250 betting shops. Its telebetting operation is believed to be the largest in the world and its [online Sportsbook](#) serves customers from more than 150 countries, using 11 different currencies and eight different languages.

The company employs more than 16,000 people in the UK and Ireland and was floated on the London Stock Exchange in 2002. It is currently a component of the FTSE250 index, with a market capitalisation of around 1.4 billion. In the year ending 1 January 2008 it made a profit of 209 million from revenue of 940 million.

**For more information about [William Hill Casino](#) and other [Vegas](#) games, contact:**

Ali Valani  
e-Gaming Marketing Executive  
[avalani@williamhill.co.uk](mailto:avalani@williamhill.co.uk)