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Vernons reports online slot machine fever sweeping Britain

Vernons report an online boom as slot machines become the latest internet gaming phenomenon to hit the UK

/24-7PressRelease/ - LEEDS, UK, June 15, 2008 - First it was online bingo and then online poker - now according to Vernons.co.uk the latest gaming phenomenon to hit the UK is online slot machines as the fascination Brits have with Las Vegas and winning big has led to the gaming company experiencing a tenfold increase in players over the last six months.

The [Vernons](#) 'Clover Rollover', which is one of the biggest online slot jackpots in the world, has reported a massive boom in people playing online [slot machines](#) in the UK, as its current jackpot of 674,260 has rolled over for two months and is increasing by a staggering 10,000 a day.

The jackpot at Vernons.co.uk is one of the fastest growing in the UK, having increased by 300,000 in just under a month, with players simply needing to line up five shamrocks, and have the luck of the Irish, to scoop the top prize.

Further research by Vernons into this gaming trend has revealed that 62 per cent of [online slot machine](#) players are female, with the game proving particularly popular with web users aged between 35 and 50.

Traditionally, slot machines have been a major draw in the large casinos of Las Vegas, but now its popularity has swept Britain online in the form of [instant win](#) games, as jackpots hit record highs of over half a million pounds.

Martin Williams, E-Gaming Manager for Vernons.co.uk, said: "We've been overwhelmed by the massive surge in online slot machine players over the last few months and can only see the phenomenon and jackpots growing bigger this summer. It's surprising that our current jackpot of over 600,000 has not been won yet, and as slot machine fever grows, we anticipate a pay out any day now to one lucky player."

About Sportec:

Sportech Plc, owners of The New Football Pools, operates one of the UK's oldest established football gaming companies, providing football pools, sports betting, lotteries and competitions to over 700,000 regular players.

Sportech Plc recently strengthened its position within the Football Pools industry by purchasing Vernons Pools. Together with Littlewoods Football Pools and Zettors Pools, Sportech Plc, based in Liverpool now operates 99% of the UK football pools market.

Following the merger of the UK's three major pools companies, Sportech is revitalising The New [Football Pools](#) with new propositions which emulate the history and tradition that has remained at the heart of the social fabric of the UK and its association with football for decades.

The revitalised business will place new games, technology, channels of distribution and ways to play high on the agenda, to continue providing a portfolio of football predictor games. Capitalising on the strength of its distinguished position of trust and integrity, The New Football Pools is set to grow within the UK and worldwide sports gaming market.

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