

Virgin Games Delivers The Ultimate Gaming Experience



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[Virgin Games](#), the [online gaming](#) service, announces that it has centralised its offerings and has become an operating company in its own right working from one common platform. This development will provide a streamlined customer experience by offering players the opportunity to play across multiple gaming products using a central sign on solution and a single Virgin Games wallet. The operation of Virgin Games gaming service was formerly outsourced to three different operators; Wagerworks for [Casino](#); Boss Media for [Poker](#) and St.Minver for [Bingo](#). The operation on the new Virgin Games platform has now been taken in-house and will be managed centrally from their head office in Guernsey.

With the Virgin customer experience being of core importance, players now only need to register once to become a Virgin Games player and browse seamlessly through all of the games at Virgin Poker, Virgin Casino and Virgin Bingo. Additionally, under the new system, Virgin players will be able to play for bonus promotions and Virgin Games loyalty points, V-Points, across all games offered.

The strategic shift to become a fully fledged gaming operator has taken place at Virgin Games over the last 18 months. The company now operates using two gaming licenses held in Alderney and Malta and runs an in-house customer service call centre as well as owning and co-ordinating player databases and payment processing systems. The 24/7 customer experience solution will bring all consumer touch points together in-house including telephone, email and web-chat communication resulting in greater control, improved efficiency and an all round excellent customer experience.

Simon Burridge, CEO Virgin Games, comments: "In developing and taking ownership of the new customer experience program, we have focused on creating the best possible value and service for our customers. Here at Virgin Games, we live and breathe the Virgin brand values and feel taking the

customer service department in-house and integrating all three gaming services allows us to continue to deliver the unique Virgin experience that our customers have come to expect."

"Our players have told us that they would like to see a wider range of games at Virgin Games and we intend to give them exactly what they're looking for. There have been some very exciting new games brought into the market recently and we look forward to introducing them into the Virgin Games product offering" said BurrIDGE.

For more information on Virgin Games please visit www.virgingames.co.uk.

Notes to Editors:

About Virgin Games

[Virgin Games](http://www.virgingames.co.uk) launched in June 2004 and has quickly established itself as one of the leading gaming websites in the UK. Virgin Games comprises four distinct offerings:

- Virgin [Casino](#), part of the Wagerworks network, brings consumers classic casino offerings like blackjack and roulette, as well as great feature slots like Monopoly, Cluedo, Dungeons and Dragons Fortress of Fortunes(TM) and the highly popular MegaJackpots progressive games, with a seeding value of Pounds Sterling 1,500,000
- Virgin [Poker](#), part of the Boss Media network, offers a huge array of games and content for beginners through to experienced pros [Texas Hold em](#), [Five card Stud Poker and](#) more - as well as the most generous loyalty scheme in the industry
- Virgin [Bingo](#), part of the Virtue Fusion network, offers cash prizes worth thousands of pounds in the progressive jackpots, as well as Virgin prize bingo and a range of unique Virgin Games bingo games.

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