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TWO INDUSTRY HEAVYWEIGHTS TEAM UP FOR ONE TWO PUNCH FOR THE ILLINOIS VIDEO GAMING MARKET

Moss Distributing and The Funding Stop Will Team Up to Provide a One Stop Shop For The Illinois Video Gaming Market

Burr Ridge, IL (October 15, 2009) – The new Illinois video gaming terminal (VGT) market will be highly competitive. High-energy, asset-rich partnerships continue to form as would-be licensees seek to outplay the competition. Moss Distributing, a national leader in the amusement game industry, and The Funding Stop, a niche market expert in video gaming financing, have announced a strategic partnership to provide customized funding packages to VGT operators within the Moss distribution network.

“We are all excited about the Illinois video gaming market because it’s designed for the small business owner. It’s designed to give every entrepreneur a shot,” said Terry Moss, president of Moss Distributing. “By law you can’t own more than 5% of the market. A lot of small business people will be looking for money during a time when the lending markets have seen many challenges. It’s simply good business for us to recommend The Funding Stop to our customers. We are the only coin amusement distributor in the nation that has experience implementing large scale street level gaming and we want to bring that experience to our customers in Illinois. The future of the coin amusement operator is street level gaming and we want our customers to be at the forefront. The Funding Stop also has experience in providing turnkey finance solutions for operators involved in street level gaming. They know the finance business, operators, and street level gaming better than anyone and the challenges that we will all face together.”

One thing is clear to industry watchers: the Illinois VGT industry will be just as highly regulated as the Illinois casino industry, one of the most reputable in the nation. “The legislature did just what it ought to by designing a law that balances regulation with entrepreneurship,” said Ed Colomb, president of The Funding Stop and 18-year veteran of the video gaming industry. Lawmakers created an opportunity for new businesses to develop, businesses that will pay taxes, that will put people back to work, that will invest back into their communities.”

On a strategic level, the Moss Distributing-Funding Stop partnership pairs one of the nation’s largest amusement game distributors - and only distributor with street level gaming experience, with a proven industry leader with a proven track record in developing customized financing solutions for the VGT market. “The Funding Stop understands this market, its potential, and its challenges,” said Moss. “They’ve been operators, distributors and hosts so they know the complexities at all the levels, and now with a disciplined focus on financing, we’re confident they can help our customers grow and compete.” Funding Stop Distributor Relations Manager, Matt Scales, added: “Moss is one of the giants in this business. They have been successful because they are aggressive; they understand the difference between the traditional coin amusement world and street level gaming, and because of the direct and personal customer service they give their customers. We have the same philosophy and their customers can expect personal attention from us as we help them navigate the new Illinois VGT market.”

ABOUT THE FUNDING STOP

Based in Burr Ridge, IL with additional sales offices in New York and New Orleans, THE FUNDING STOP provides flexible equipment financing programs and innovative sources of capital to help all video gaming terminal operators compete and grow. With nearly two decades of niche experience in the video gaming marketplace THE FUNDING STOP can design and redesign financial solutions for every type of video gaming project.

ABOUT MOSS DISTRIBUTING, INC.

Started in 1950, Moss Distributing has been in the coin-operated amusement business for more than 50 years. The company was founded in Des Moines, IA by Chicago native Phil Moss. Since its inception, the company has focused on creating long-lasting business partnerships with manufacturers and operators. Phil's son, Terry, took over the family business in 1979. Today the company spans the Midwest, supplying operators with state-of-the-art, coin-operated games and amusements.

At the forefront of street level gaming, Moss was tapped by the state of Iowa to distribute video lottery machines. In less than 6 months, Moss Distributing worked with Bally Technologies to single-handedly bring 4,500 machines into 1,100 Iowa establishments. At its peak, Iowa had only 7,300 machines. Working with a seasoned team like Moss, manufacturers have the advantage of the knowledge and planning it takes for operators to gain speed to market.

Moss Distributing has offices in Des Moines, IA, Kansas City, MI, Minneapolis, MN, and future locations in Illinois. For more information contact 515-266-6422.