

PRESS RELEASE

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## **Alex Reid's Marriage Gamble In Brand New Viral Game**

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### **Screenshots of the game are available on request**

T-Enterprise, the leading UK based games design and development company, is pleased to announce that a brand new viral game based on an incredibly topical news story is available to play today. In keeping with their recent FAB viral game releases and the incredibly strong reputation they have built as a result, this particular game will appeal to the millions of people that have played their virals in the past. This week's game focuses on the somewhat astounding news that Katie Price, aka Jordan, has married boyfriend Alex Reid in Las Vegas following his victory in the final Celebrity Big Brother series.

*Casino Reid* features Alex Reid living the good life in Las Vegas. Dressed as James Bond, whom he has publically stated he would love to play in the next movie, Reid is gambling in a casino on the classic and iconic game... not poker, not roulette... but the one armed bandit. This is no ordinary one armed bandit though. It is a Katie Price special. Featuring the faces of Reid's new wife's ex-boyfriends and husband, the bandit will make money depending on how the faces line up. You have to match the faces of Peter Andre, Gareth Gates and Dane Bowers up to accumulate as much money as you possibly can in order to top the leader board. Starting with 50 cents, the sky is the limit so take the marriage gamble with Reid.

This is the latest in a long line of free viral games released by T-Enterprise and can be found at [http://www.t-enterprise.co.uk/flashgame/playgame\\_new.aspx?id=casinoreid](http://www.t-enterprise.co.uk/flashgame/playgame_new.aspx?id=casinoreid).

Sadia Chishti, T-Enterprise's Managing Director, has much the same reaction to the news of the Price and Reid match as the majority of the public.

"I could not believe my eyes when I was watching the news during breakfast and a report came on talking about the Reid-Price marriage. I remember Katie Price dumping Alex Reid live on TV two months ago stating that she wanted to be single and could not believe that she had married him. Along with many others out there, I am intensely sceptical and would not at all be surprised if it was a publicity stunt because Reid's stint on Celebrity Big Brother has made him popular.

"I did think that it would make fantastic material for a game though. With so many ex's and scandals behind her, why not give gamers everywhere the chance to have a little fun? Playing the one armed bandit just seemed appropriate somehow and is all part of the fun."

Created within 24 hours, the game is now available online and completely free to play. Simply use the mouse to spin the dials on the one armed bandit and gamble using the money you accumulate from the initial 50 cent stake. The more matches you make, the greater the amount you will win and the higher position you will occupy on the leader board.

T-Enterprise employs six people and works with businesses in a range of industries across the UK.

The company sends out free topical viral games every week, based on events in the news.

One of the last viral games featured the news of Barack Obama's Nobel Peace Prize, with the president joining forces with Joe Biden, Hillary Clinton and Bill Clinton as the O-Team to liberate the prize from the clutches of George W. Bush.

You can sign up to receive news and links to the latest free game releases at [www.t-enterprise.co.uk/corporate-technology/fabnewsletter.aspx](http://www.t-enterprise.co.uk/corporate-technology/fabnewsletter.aspx).

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### **NOTES TO EDITORS**

- For any further information, please contact Zarrar Chishti on 0141 771 9888 or email [zarrar@t-enterprise.co.uk](mailto:zarrar@t-enterprise.co.uk)
- A company fact file and images are available at [www.t-enterprise.co.uk/press](http://www.t-enterprise.co.uk/press)
- Screen shots are available