

NEWS RELEASE

**Wilfrid Laurier
University**



Students face real-world challenges of gaming industry during ICE

160 business students recommend solutions for Gametronics Gaming Equipment Ltd

For Immediate Release

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**Contact: Cheryl Harvey
ICE Co-ordinator
(519) 884-0710, ext. 2557**

or

**Michael Strickland
Media Relations Officer
(519) 884-0710, ext. 3070**

WATERLOO — Over 160 students in Laurier's School of Business and Economics (SBE) will put their lives on hold for seven intensive days of research, case analysis and problem solving as they tackle the challenges and opportunities facing Gametronics Gaming Equipment Ltd.

During this summer's Integrated Case Exercise (ICE), third-year Bachelor of Business Administration (BBA) students will develop strategies to help Gametronics compete in the gaming industry, and navigate the opportunities and legalities of Internet gambling. A Toronto-based developer of software and hardware products for the gambling industry, Gametronics must deal with strong and well-established competitors, small and uncertain revenue flows and risky Internet ventures — any of which could put the company out of business.

"Cases like this challenge students to use everything they have learned over the past three years," said ICE co-ordinator Cheryl Harvey. "These are real problems in a real-world setting and these students have to work under the same deadlines and pressures they'll face when they graduate. Gametronics executives are expecting usable recommendations, so students have the opportunity to make a lasting impression."

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Students received the Gametronics case at 11:00 a.m. today. Gametronics marketing director and Laurier alumnus Nolin LeChasseur will answer questions on Monday, July 12. Students then have three days to further research, discuss, analyze and strategize.

The 30 teams, each with five or six students, must submit their written analyses by noon on Wednesday and present their recommendations to internal evaluation boards Thursday morning. The five most successful teams go on to present their findings before an external board – which includes Gametronics president and CEO Fernando DiCarlo, director of sales Deborah Ingram, and LeChasseur – on the morning of Friday, July 16. A winner is declared early that afternoon.

Laurier's ICE week is unique in Canada. For more than 20 years third-year, BBA students have twice yearly offered analysis and recommendations to leading corporations, including Canadian Imperial Bank of Commerce, COM DEV, Sky Dome, General Motors, Proctor and Gamble, Molson Breweries, IKEA and L.L. Bean.

NOTE: Members of the media are invited to attend Monday's Q&A with Gametronics Marketing Director Nolin DeChasseur and Friday's finals. All events are held in Laurier's Peters Building.

Monday	Question and Answer Session	9:00 a.m.	P2007
Friday	External Board Presentations	9:00 a.m. – 12:00 noon	P2067
	Award Ceremony	1:30 p.m.	P1025