



Wrexham UK, 18th October 2010

The Play Co Group based in Milan Italy is pleased to announce on behalf of its UK & Ireland subsidiary SPI Play (Europe) Ltd that it has formed a long term strategic alliance for service and after care with M&W Property Services Ltd. SPI Play is the industry founder and market leading company within the UK & Eire Indoor leisure equipment supply business and M&W Property Services Ltd from Aylesbury UK is a leader and specialist in property management within the UK & Eire and is working as a specialist for our blue-chip companies.

"This is a natural step for SPI Play to continuously improve its overall offering to its UK and Irish customers", says Brad Miller Director of The Play Co Group who are leaders in Europe and the Middle East in the supply of equipment and services to the Indoor leisure market. SPI Play is looking to improve our ability to supply goods and services to the indoor leisure industry as it evolves rapidly to meet its customer's needs within frontline leisure facilities in the British Isles.

Entertaining millions of children annually in safe environments is SPI Play's business and this alliance is another way in which our leadership is helping operators within the UK & Eire market improve their customer's visit as more and more families look for entertainment experiences closer to home.

SPI Play (Europe) Ltd.

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