



FOR IMMEDIATE RELEASE

**WMS INDUSTRIES NAMED TO FORBES' ANNUAL LIST
OF "AMERICA'S 100 BEST SMALL COMPANIES"**

***- Leading Innovator of Casino Entertainment Experiences Featured
Based on Financial Growth and Comparative Stock Performance -***

Waukegan, November 23, 2010—WMS Industries Inc. (NYSE:WMS), a leader in the design, manufacture and distribution of games and gaming machines to the global gaming industry, today announced that based on its sales and earnings growth and return on equity in the past twelve months and over the last five years, the Company was named to Forbes' 2010 list of "America's 100 Best Small Companies."

In determining America's 100 Best Small Companies, Forbes' methodology considered publicly traded companies with annual revenues between \$5 million and \$1 billion and a stock price above \$5 a share. The ranking was based on earnings growth, sales growth and return on equity in the past 12 months and over 5 years. Forbes also factored in the comparative share price performance of each company with its competitors.

Over its past five fiscal years, WMS increased its industry ship share and generated compound annual revenue growth of 14.5% and compound annual earnings per share growth of 24.8%. By consistently implementing continuous improvement initiatives over this period, annual operating margins grew to 21.9% in fiscal 2010 from 7.9% in fiscal 2005.

With an uncompromising focus on *Player Driven Innovation*[™] in its product development process, combining advanced, groundbreaking technologies and engaging game content, WMS consistently innovates products and technologies that deliver enhanced value to customers and highly engaging entertainment experiences for slot players. At the recently concluded Global Gaming Expo (*G2E*) industry trade show, WMS featured *Player's Life*[™] Web Services, a new application that enhances player engagement, loyalty and repeat casino visits by keeping casino operators connected to their players through entirely new integrated online, mobile and offline player experiences. New games from WMS that highlight the Company's excellence in development include: *THE WIZARD OF OZ*[™], *THE GREAT AND POWERFUL OZ*[™], *THE PRICE IS RIGHT*[®], *The Ultimate Show*[™], *THE GODFATHER*[®], *YAHTZEE*[™] and *MONOPOLY*[™] *Around the Globe*[™].

WMS' *WAGE-NET*[®] Networked Gaming Portal applications allow casino operators to bring differentiated gaming experiences to players and new efficiencies to operators while the sleek new *Bluebird xD*[™] gaming cabinet demonstrates the Company's focus on "experience design." WMS is also leading the industry toward full system and product interoperability, having recently announced agreements that will deliver integrated networked gaming capabilities that will bring measurable benefits to casino operators and new entertainment experiences for slot players.

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About WMS Industries

WMS is engaged in serving the gaming industry worldwide by designing, manufacturing and marketing video and reel-spinning gaming machines, video lottery terminals, and in gaming operations, which consists of the placement of leased participation gaming machines in legal gaming venues. WMS is proactively addressing the next stage of casino gaming floor evolution with its *WAGE-NET* networked gaming solution, a suite of system technologies and applications designed to increase the revenue generating capabilities and operational efficiency. More information on WMS can be found at <http://www.wms.com> or visit the Company on [Facebook](#), [Twitter](#) or [YouTube](#).

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