



PHONE GAMES ENTHUSIAST WINS TOP UK BUSINESS AWARD

A Cirencester entrepreneur has turned his passion for making games for mobile phones into an award-winning British business.

In just over a year, Oli Christie has established Neon Play as a leader in the market. The company now has customers in over 90 countries, and sells games in every country where iPhones are sold.

His impressive track record has now earned him the British Chambers of Commerce Entrepreneur of the Year Award 2011, sponsored by BT Directories.

Judges were impressed with the company's financial figures and Oli's ability to build a great team, which they felt would ensure his continued success. His drive and enthusiasm helped him beat off competition from some of the country's most outstanding businessmen and women.

John Longworth, Director General of the British Chambers of Commerce, said: "Oli Christie really is one to watch. As a first-time business owner he has demonstrated leadership and vision. He's obviously a real team player, with the drive to build his company and expand into new markets.

Since the company was launched in June 2010, it has developed more than 35 games and apps, including Flick Football, Hotshot Pool and Golf Putt Pro, and achieved 20 million downloads. Neon Play has also identified future opportunities with Android, Nokia, Blackberry and Facebook and is currently working on its first social game.

But it's not all hard work. The company has invested in its people by launching various initiatives such Happy Birthday, which gives employees a free day off if their birthday is on a weekday and beer Friday, when the company buys everyone drinks on a Friday at the pub.

ENDS

For more information call Liz Slee on 07968 411373 or email liz@thevitalagency.co.uk

Notes to editors:

The British Chambers of Commerce (BCC) is the national voice of local business.

The BCC sits at the heart of a powerful nationwide network of Accredited Chambers of Commerce, serving over **100,000 businesses** across the UK, which **employ over five million people**.

For more information visit: **www.britishchambers.org.uk**

There are nine categories in the annual Chamber Awards. Most Promising New Business, sponsored by BT Business, Entrepreneur of the Year, sponsored by BT Directories, Business of the Year, sponsored by Westfield Health, Innovation Through Technology, sponsored by Dell, Achievement in International Business, sponsored by DHL Express, The Sustainability Award, sponsored by the British Standards Institution (BSI), Excellence in Customer Service, sponsored by AXA PPP healthcare, Excellence in People Development, sponsored by Composite Legal Expenses and Finding New International Markets, sponsored by RBS and NatWest. The Award for Outstanding Business Achievement, sponsored by RBS and NatWest, is awarded to the overall winner, selected from any category.