



DEQ Systems taps ICR for IR

March 10, 2011

By Danielle Drolet

NEW YORK: ICR has been appointed to manage investor relations for DEQ Systems, a Canadian-based provider of table game bonusing, jackpot, and loyalty solutions.

William Schmitt, MD of ICR, will work on the DEQ account. Before joining the firm in 2006, Schmitt was a gaming analyst on Wall Street with CIBC World Markets. ICR will be responsible for establishing a dialogue with investors and a select group of sell-side analysts to increase awareness of DEQ in the US capital markets.