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Play'n GO Launch Bingo Product

Play'n GO, developer of cutting-edge software and solutions for the online gaming industry, announces the release of its online bingo system and network. Play'n GO's bingo system is built to serve as the solid foundation for any independent Internet bingo room as well as the Play'n GO Bingo Network (PBN), in which several operators cooperate to direct their customers to a single central network for bingo entertainment, thereby more easily achieving the large customer volume necessary to survive and prosper in the competitive online bingo market.

Play'n GO's bingo software includes both 90-ball and 75-ball bingo games in single-player and multiplayer varieties. 75-ball bingo has traditionally been the favourite game in North America, while 90-ball bingo has been the variation of the game enjoyed primarily throughout Australia, the UK and continental Europe. At present, however, 90-ball bingo is exploding in popularity in bingo rooms across the Internet.

Classic 75-Ball Bingo

The first player to get bingo using B.I.N.G.O. cards with the classic 5 x 5 number grid wins.

Free Space Bingo

Similar to classic 75-ball bingo, but the player gets a head start at bingo in the form of a free space

Variation Bingo

Each game round is divided into several sub-rounds, in which a player can win a share of the game pot by covering the required number of lines on any of the three 5 x 5 grids on the bingo card.

Classic 90-Ball Bingo

Each card is called a *ticket* and consists of a 3 x 9 grid, on which only five of the nine spaces in each row are numbered. Each game round is divided into three sub-rounds, in which the player can win a share of the game pot by covering first one horizontal line, then two, then the entire ticket.

The bingo operator equipped with a system from Play'n GO can offer a virtually unlimited variety of bingo games by modifying winning patterns, prize plans and linked multicurrency progressive jackpots. Operators can also promise their online customers pure bingo fun minus the annoyance of having to endure a tiresome download process. Registered players simply choose from the selection of bingo rooms on the operator's web site, click **PLAY** and go!

A player can even enjoy game rounds in multiple bingo rooms simultaneously. Play'n GO's robust system has the power to support thousands upon thousands of concurrent players with ease. Useful functions such as *auto daub*, *auto buy* and *auto sort* make it easy for the player to juggle bingo in multiple rooms on many different cards and tickets. In between number draws and bingo rounds, players can enjoy instant-play *mini games*, such as slot machines and scratch tickets, presented in small format directly within the bingo game screen.

"The games themselves are important, but just as important is granting players the ability to chat and enjoy each other's company. Online bingo is not merely a game; it's a social phenomenon," explains Johan Törnqvist, CEO of Play'n GO. "It takes players to make players in online bingo." Firstly, players are invited to play, chat and forge friendships in their native language. (Game applications from Play'n GO are comprised of separate text and audio files that can quickly and easily be translated into any language or local

dialect.) Secondly, the handy *Bingo Management Toolkit* from Play'n GO allows the operator to make chat rooms even more attractive by monitoring the conversation and arranging impromptu chat games that thrill participants with the opportunity to win free bingo cards, bonus credits and other prizes to complement the cash prizes offered in bingo. "The games and chat rooms work together to create a thriving online gaming community," says Törnqvist.

A flexible bingo system from Play'n GO can be fully branded with custom graphics and a distinctive caller voice and then seamlessly integrated with an operator's existing online gaming system and customer database. A player can use the same registered account to enjoy bingo as well as casino games, poker games and other games of luck and skill.

Give Play'n GO's bingo games a go on Play'n GO's flagship bingo web site, All Bingo:

<http://www.AllBingo.net>.

About Play'n GO

Play'n GO designs and develops top-quality online gaming applications ready for express distribution through a multitude of popular media. Invite your customers to enjoy engaging casino, bingo and lottery games directly through their Internet browsers, on their mobile phones, on interactive video terminals (IVTs), and on interactive television. With a solution from Play'n GO, your customers are not compelled to endure time-consuming downloads before the fun can begin; Just click *PLAY* and go!

Through the comprehensive *Gaming Administration Toolkit* (GAT) from Play'n GO, operators manage all interactive games, customers, affiliates, payments and marketing activities through a single, all-integrating system. Open GAT for easy access to information and functions that control the vital areas of your business.

Games and other products from Play'n GO can be uniquely customized to suit your organization and the style of your brand. Trust Play'n GO for smart, speedy solutions that constitute strong, steady online gaming operations.

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