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Play'n GO partners with Gaming Media Group to enter the Danish gaming market

Play'n GO, a leading system and game application developer, has signed an agreement to provide Gaming Media Group of the UK with its E-gaming Platform - EGP. With a complete and comprehensive back-office administration toolkit, it will form the foundation for Gaming Media Group in its plans to launch a new gaming site in the soon-to-be regulated Danish gaming market.

Gaming products from multiple suppliers covering poker, casino and sportsbetting - will all be integrated with the Play'n GO E-gaming Platform alongside Play'n GO's own suite of Flash Casino games. The Platform and the various systems integrated are well adapted to meet all Danish requirements.

"We are honoured to deliver our solid E-gaming Platform to Gaming Media Group," says Martin Zettergren, Vice President of Products at Play'n GO. "Our applications are vigorously tested for performance and reliability to live up to the stringent regulations imposed by the national gaming authorities in Europe and beyond."

Gaming Media Group currently operates a leading pan European gaming site (PokerHeaven.com) as well as the leading Danish poker brand MermaidPoker.com, and soon to launch MermaidBet.dk and HeavenBet.com. The Group also operates the Poker Channel broadcasting to over 30 million TV households across Europe. CEO Crispin Nieboer explains, "The opening Danish Market is a tremendous opportunity for our group. We were naturally discerning in our choice to cooperate with Play'n GO. Their games are excellent; their back-office management tool efficient and adaptable; and they have a keen understanding of the tough requirements demanded of responsible gaming operators in regulated markets."

The *Gaming Administration Toolkit* (GAT) from Play'n GO is a comprehensive back-office system designed to help clients such as Gaming Media Group stay on top of their complex operations. Operators can log in to the easy-to-use GAT interface to perform key administrative duties, including the management of customer and affiliate information, marketing, game configuration and the operation of a responsible gaming programme - often an important consideration of gaming authorities in regulated jurisdictions.

"At Play'n GO, we equip our clients with control and flexibility," says Zettergren. "Our games and other systems are designed for easy integration, and our EGP gives clients like Gaming Media the flexibility to expand by incorporating only the finest of games, even when - perish the thought - those games might originate from vendors other than Play'n GO!"

About Play'n GO - The Gaming Pro

Play'n GO is a gaming specialist and leading developer of smart systems and content especially designed for performance on mobile phones, tablets, game terminals and websites. Play'n GO independent E-gaming Platform - EGP delivered with a complete and comprehensive back-office gives operators a unique foundation to tailor their offerings. Play'n GO is a trusted business partner, ensuring its clients are equipped with superior back-office administration tools for surveillance & marketing in addition to premium gaming content that fun-seeking players can enjoy virtually anywhere; just click PLAY and GO!

www.playngo.com

About Gaming Media Group

Gaming Media Group Ltd., founded in 2005, is a privately owned and registered UK corporation owning and operating a range of leading online gaming sites throughout Europe including PokerHeaven.com, MermaidPoker.com, WinnerHeaven.com, CasinoJoy.com, BingoJoy.com and BlackjackHeaven.com. The Group also operates the Poker Channel, Europe's largest TV network dedicated to gaming broadcasting to over 30 million cable and satellite homes. www.gamingmediagroup.co.uk

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