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## **Play'n GO Delivers Casino Games and its Gaming Administration Toolkit to PokerIdol**

Play'n GO, developer of professional software and solutions for Internet gaming, is pleased to provide its superlative products and system integration expertise to PokerIdol.

PokerIdol.com, owned and operated by PokerIdol Limited, recently celebrated its grand opening. PokerIdol.com relies on Play'n GO's wide selection of instant-play casino games – from the Jolly Roger pirate-themed slot to European Roulette – to entertain its customers. PokerIdol.com, a member of the Ogame poker network, also uses Play'n GO's Gaming Administration Toolkit (GAT) to accomplish its back-office administration and marketing needs.

“Undoubtedly the most useful characteristic of GAT is its interoperability,” says Johan Törnqvist, CEO of Play'n GO. “Each of the most popular online poker networks to date is powered by a different poker application. GAT has been successfully integrated into several of our clients' operations and is now used to administrate over these different poker systems as well as our clients' sportsbooks, casinos and online bingo halls. We think of GAT as the Swiss Army knife of online gaming! It's got all the handy administration and marketing tools you need for full back-office control, and it fits anywhere.”

### **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, 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.

### **For more information, please contact:**

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Play'n GO – The Gaming Pro  
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