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pfGames Gets Bingo! Play'n GO Delivers the Winning Cards

Play'n GO, developer of professional software and solutions for Internet gaming, is pleased to welcome pfGames as the newest member of the Play'n GO Bingo Network (PBN).

Through their own unique website interfaces, independent operators cooperate to direct their customers to the PBN for bingo entertainment, thereby more easily achieving the large customer volume and vigorous pulse necessary to survive and prosper in the competitive online bingo market.

The PBN is powered by Play'n GO's bingo software, which includes both 90-ball and 75-ball bingo games in single-player and multiplayer varieties. A virtually unlimited variety of bingo games can be offered by modifying winning patterns, prize plans and linked, multicurrency progressive jackpots. 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. Players are also invited to socialise in multilingual chat rooms moderated by friendly chat hosts, who offer 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.

pfGames.com, owned and operated by pfGames Limited under a license issued by the Maltese government, caters to a large international customer base with its poker games and instant-play casino games. pfGames is especially popular throughout the Scandinavian and Central European markets, and will launch bingo with a special focus on its Australian customers. "Bingo is bound to be a hit," says Ernst Amundsen, pfGames "We say the *pf* in pfGames stands for *pure fun*. Bingo fits right in. We're looking forward to cooperating with other members of the PBN to offer our customers the innovative games, big prizes, chat fun and friendship that only a successful online bingo community can offer."

pfGames.com will also employ the *Gaming Administration Toolkit (GAT)* from Play'n Go to accomplish its back-office administration, website content management and marketing needs. GAT will be integrated with the existing casino system (NetEnt) and poker system at pfGames.com, a member of the B2B Poker network.

"Undoubtedly the most useful characteristic of GAT is its interoperability," says Johan Törnqvist, CEO of Play'n GO. We think of GAT as the Swiss Army knife of online gaming! It's got all the handy administration and marketing tools and 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 www.playngo.com