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## **DiceArena relies on the Gaming Administration Toolkit from Play'n GO**

Play'n GO, a world-leading developer of e-gaming software and solutions, announces the sale of casino games and its *Gaming Administration Toolkit* (GAT) to DiceArena, a popular multiplayer gaming site operated by Jadestone Networks. DiceArena personnel will use GAT, a comprehensive back-office administration system, to manage DiceArena.com. "GAT from Play'n GO has all the management and marketing functions we need to stay in central command of DiceArena as it continues to grow at a rapid pace," says Marcus Jacobs, manager of DiceArena.com. "We also hope to delight new and loyal customers with blackjack, roulette, slots and other instant-play casino games from Play'n GO. These exiting games will serve as a welcome complement to our existing selection of multiplayer backgammon, dice and arcade games."

### **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. Play'n GO offers its clients engaging bingo, casino and lottery games that end customers can enjoy directly through their Internet browsers, on their mobile phones, on interactive video terminals, and on interactive television. With a solution from Play'n GO, online customers are not compelled to endure time-consuming downloads before the fun can begin; they just click *PLAY* and go!

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

Games and other products from Play'n GO can be customised to suit an organisation and the unique style of its brand. Play'n GO prides itself on creating 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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### **About Jadestone Networks:**

Jadestone Networks is a leading developer of fully-managed online game solutions. Jadestone delivers great games and quality services to both players and distribution partners. Jadestone's expanding portfolio of products include the innovative DiceArena(TM) dice games network and the acclaimed GamArena(TM) skill games network; Headquartered on Åland, Sweden, the company is part of Jadestone Group AB. For more information about Jadestone Group and Jadestone Networks, please go to: [www.jadestone.se](http://www.jadestone.se).