

Press release 14/10/2016

Evolution signs Live Casino deal with Cherry

Evolution Gaming, leading provider of Live Casino solutions, has announced that it has signed an agreement with Cherry, the leading online slots provider in the Scandinavian market.

Cherry iGaming, named Online Gaming Operator of the Year at the International Gaming Awards for the past three years, operates a multi-brand strategy. Their brand roster include Cherrycasino.com, Sunmaker.com, Norgespill.com, EuroLotto.com and many more following the recently announced acquisition of ComeOn!.

Under the terms of the deal, Cherry brands will have access to Evolution's full range of standard and VIP live games streamed from Evolution's Latvia studio.

Cherry will also take many of Evolution's localised Live Casino services for Europe which are native speaking dealer tables streamed from Evolution's Malta studio.

Cherry iGaming Group Chief Executive Officer, Jonas Wåhländer said: "Having monitored the exciting growth trends in the Live Casino market we have chosen to partner with the industry's most innovative and flexible provider to better capitalise on this product category. Evolution's extensive Live Casino offering with its turnkey generic and localised solutions for Europe enables us to do that very efficiently together with our outstanding in-house knowledge."

Sebastian Johannisson, Chief Commercial Officer at Evolution, added: "We are delighted to welcome yet another market leader to Evolution. Integration of Evolution Live Casino into Cherry's brand portfolio will begin immediately. Going forward, Cherry brands will benefit from unrivalled choice and agility as they deliver the very best Live Casino services to their customers – via our generic and localised services, and, of course, with the option of exclusively branded dedicated tables and environments."

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