

PRESS RELEASE

Stockholm, April 21, 2016

NetEnt turns up the volume again with the launch of Jimi Hendrix™ Online Slot

NetEnt, the leading supplier of digital casino entertainment, has today unleashed the much-anticipated Jimi Hendrix™ Online Slot – the second leg in their groundbreaking ‘NetEnt Rocks’ tour.

Following hot on the heels of Guns N’ Roses – one of NetEnt’s most successful game launches ever – the Jimi Hendrix™ Online Slot gives players the full Purple Haze experience, with iconic graphics and music from the guitar maestro.

The five-reel, three-row, 20-line video slot takes center stage with its Wild substitution, Wild Transformation, Re-spins and Pick and Click features. Produced in association with the official Hendrix family companies Experience Hendrix, L.L.C. and Authentic Hendrix, LLC; the Jimi Hendrix™ Online Slot™ is an authentic visual and musical homage to Jimi Hendrix and will feature some of the guitar legend’s most famous songs including “Foxy Lady,” “Purple Haze,” “Crosstown Traffic,” and “Little Wing.”

Simon Hammon, Chief Product Officer of NetEnt, comments: *“NetEnt has already given players something to get pumped up about with Guns N’ Roses, and now we’re turning up the volume yet again with a game based around the incredible Jimi Hendrix. The NetEnt tour is our biggest ever undertaking and it’s already proving a massive hit for NetEnt, our customers and their players.”*

[View game demo](#)

For additional information please contact:

Simon Hammon, Chief Product Officer NetEnt, Phone +356 2276 8145
simon.hammon@netent.com

Marianne Eklund, PR Manager NetEnt, Phone +46 760 024 808
marianne eklund@netent.com

About NetEnt

NetEnt AB (publ) is a leading digital entertainment company, providing premium gaming solutions to the world’s most successful online casino operators. Since its inception in 1996, NetEnt has been a true pioneer in driving the market with thrilling games powered by their cutting-edge platform. With innovation at its core, NetEnt is committed to helping customers stay ahead of the competition. NetEnt is listed on Nasdaq Stockholm (NET-B), employs 750 people and has offices in Stockholm, Malta, Kiev, Gothenburg, Krakow, New Jersey and Gibraltar. www.netent.com

About Experience Hendrix, L.L.C. & Authentic Hendrix, LLC

Founded by Jimi Hendrix’s father, James “Al” Hendrix, and owned and operated by his personally chosen members of the family; Experience Hendrix, L.L.C. and its wholly owned subsidiary Authentic Hendrix, LLC manage the complete Jimi Hendrix music catalog and globally recognized Jimi Hendrix copyrights and trademarks. Headquartered in Seattle, Washington, their administration of the exclusive right to Jimi’s music and lyrics, plus an extensive photo archive helps create a legacy of products that mirror Jimi’s own creative vision. www.jimihendrix.com