



## LOOKING FOR ENTERTAINMENT?

Malta, 2 June 2017

### Mr Green pushes online casino tournament product Reel Thrill

The online gaming operator Mr Green has broadened its offering of casino products by the introduction of its thrilling and unique casino tournament product Reel Thrill.

Reel Thrill is designed as part of Mr Green's new improved player experience. The algorithm behind Reel Thrill introduces a fair and responsible metagame along player's regular game play, where players compete against each other non-dependently on which bet level they prefer to play.

With Reel Thrill, Mr Green's players will enjoy tournaments running every 15 minutes, 24/7 with in-game tournament leader boards. Each tournament offers a range of free spins prizes to players based on their final placement. Reel Thrill are available through web desktop and mobile, as well as in native iOS & Android apps.

David Nordberg, CMO Mr Green Ltd, commented:

*"Mr Green is about offering relevant entertainment in a responsible environment. Looking at the results from the initial test period, players engaging in Reel Thrill decreased their average bet amounts with 20% per bet, while increasing their total spend with 30%. The conclusion is that Mr Green's Reel Thrill players are getting more entertainment for their money spent, hence playing more responsibly."*

Mr Green carried out a customer survey after releasing its first version of Reel Thrill to get player's feedback on the product. In this survey, Mr Green asked all players who had played at least one Reel Thrill-tournament if they thought Reel Thrill was thrilling. The team at Mr Green was thrilled to find that nine out of ten players answered "yes".

David Nordberg continued:

"We are off to a flying start and we are on the right track. However, we are not satisfied until we get a 100% satisfaction rate since our ambition is to be the most entertaining gaming operator in the world."

Read more about Reel Thrill on Mr Green's blog;

<https://blog.mrgreen.com/en/casino/mr-greens-reel-thrill-slot-tournaments/>

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Mr Green Ltd is an online gaming company that offers online casino, sportsbook and live casino in twelve countries. Mr Green is an award-winning casino operator, named IGA Operator of the Year three consecutive years 2013, 2014, 2015 and Mobile Operator of the Year 2016. Mr Green Ltd is a fully owned subsidiary of the Swedish company Mr Green & Co AB, listed on Nasdaq Stockholm main market since 2016.