

PRESS RELEASE

Danish Reward platform just gave away 2 BILLIONTH point

Ekstrapoint is the best free-to-play loyalty platform in the iGaming market

Copenhagen, 26.07.2021 – [Ekstrapoint.com](https://ekstrapoint.com), the first and only loyalty and reward platform in the iGaming industry, has just recorded its 2 BILLIONTH point rewarded to a user of the platform.

With more than 100.000 happy players across several countries and an astonishing Trustpilot rating of 4,8 out of 5 based on hundreds of reviews place Ekstrapoint.com as the best loyalty reward platform in the world, according to the members of the gaming platform.

The record 2 billionth point was delivered after Ekstrapoint's 2 years of existence on the market. This major milestone for the platform reaffirms players' needs for programs in the iGaming industry that will reward loyalty.



The idea of the gaming platform originating from Denmark, Ekstrapoint, is to offer free-to-play games and reward players every time they play. The loyalty platform has grown fond in the eyes of its users who have rated it with an excellent score on Trustpilot.

An Ekstrapoint user, Ashley from Canada, was uncertain in the beginning about the site. However, she had a much better impression once when she interacted with it.

“So I thought this site would be really lame. Like for real, who plays slots for free? But I'm now happy to say I do! It's actually easy to build up points and they translate into real money at big-name partner casinos.” said Ashley.

Another proof of the emerging positive reviews on Ekstrapoint are the answers of the users from an internal survey where more than 50% stated “I love Ekstrapoint”.

The parent company of Ekstrapoint, Vita Media Group, launched Ekstrapoint.com back in 2018 based on Danish values of trust, transparency, and quality. The main intention was to make players happy and willing to return to a free platform that rewards their loyalty.

Frederik Skovgaard-Holm, Co-founder of Vita Media Group comments on the platform that the idea of offering free games and rewarding players every time they play is a recipe that has made Ekstrapoint grow users by 50% every month in 2021.

“The players love the fact that they actually compete in free slot competitions and earn free ekstra points. The idea of the free points is to raise the competitive spirit among players and bring them excellent free fun. If you happen to be a passionate games lover, there is a little extra joy to the idea of Ekstrapoint as well. You can also earn points by signing up or every time you play at your favorite games’ operator. With Ekstrapoint you always earn points, even when you lose. If you collect a certain amount of ekstra points, you can exchange them for bonus deposits.” said Mr. Skovgaard-Holm.

Today Ekstrapoint represents a safe and caring community for the iGaming players offering a dedicated Customer Support team, more than 300 partners that offer bonuses and ekstra points, and a shop where you can buy real products or promo offers in exchange for Ekstrapoints.

About Vita Media Group

Vita Media Group is a Danish innovative lead generation company working with top-class affiliate programs and retention models. In 2021, Vita Media Group was listed as the Top 20th Affiliate in the world according to the EGR Power Affiliates list for 2021. The company got shortlisted for the [Affiliate of The Year award](#) at the EGR Nordics Awards 2021. From 2019 on, Vita Media Group expanded its operations to Skopje, North Macedonia.

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