Paf creates unique poker experience with new partner

The Åland-based gaming company Paf has signed a contract with Microgaming, the world's leading supplier of online gaming products. The aim is to create an enhanced poker experience for Paf's customers.
- Playing poker at Paf should feel like playing among friends, says Anders Wiklund, head of Paf.com.

For Paf, the new collaboration with Microgaming is a leap into the direction of creating a unique poker experience for customers.

- In the beginning of next year, the poker site at Paf.com will be renewed. Playing will become easier and the feeling of playing among friends stronger. We will modify the surroundings to also accommodate those who are not that familiar with poker, says Anders Wiklund, Director of Paf.com, the Paf online gaming site.

Paf is continually looking to develop its collaboration with suppliers in order to live up to the company strategy - play among friends. The contract with Microgaming is not a replacement for Paf's other poker networks, Ongame and Boss Media, but a complement that will bring added value to customers.

- We are very satisfied to initiate collaborative efforts with Microgaming, which is a strong and broad network. We believe that the collaboration will be profitable for Paf as a company and bring our customers added value in the form of an enhanced gaming experience, Anders Wiklund asserts.

At Microgaming, the collaboration is also welcomed with enthusiasm:

- It's great news that Paf has chosen to join the Microgaming Poker Network (MPN). The technological and managerial advances we have made with the MPN over the last year make it the natural choice for operators, and we are confident that the MPN will meet all of Paf's requirements. We're delighted to have such a unique operator on board, and very much look forward to working with them, says Lydia Melton, Head of Network Games at Microgaming.

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About Paf

Paf was founded in 1966 with the clear purpose of creating profit to support good causes. This purpose is still our principle reason for being. Today Paf is an international full-service online gaming site with over 150 games. We also maintain a large physical gaming operation on land and sea with about 1 300 gaming machines, 40 gaming tables on ships and Paf Casino on Åland. We offer safe and socially responsible money games to give our customers pleasure and entertainment. In 2011 the Paf Group had a turnover of €96.3 million producing a profit of €21.0 million. The group has over 300 employees with offices in Mariehamn, Helsinki, Stockholm, Tallinn and Madrid.

About Microgaming

Since Microgaming developed the first true online Casino software over a decade ago, it has led the industry in providing innovative, reliable gaming solutions to over 160 market-leading gaming sites, worldwide. This unrivalled technology company offers over 600 unique game titles and more than 1,000 game variants, in 24 languages, across online, land-based, and mobile platforms. Its renowned dedication to innovation provides the foundation to consistently deliver award-winning Casino, Poker, Bingo, Live, Progressives and Network Gaming software, as well as managed services, to a global audience. Microgaming content is also available through QuickFire, offering a supremely versatile, unique gaming experience for operators and players. Microgaming provides the software for the world's largest Progressive Jackpot Network and has paid out over €320million in total. Its software also created the world's first online slot tournament millionaire and one of the largest online jackpot wins in history, at a staggering €6.37m. As a founding member of eCOGRA and IGC, Microgaming is at the forefront of initiatives that set the highest standards in the gaming industry, most notably in the areas of fair gaming, responsible operator conduct and player protection.