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### **bet365 goes live with Play'n GO Casino games**

bet365 has gone live with 4 popular Play'n GO Casino games; Enchanted Meadows, Fortune Teller, Jewel Box and Myth - all premium slot games with proven track record of success. The games are available on the Games at bet365 mobile platform and will soon also feature on the Games at bet365 website. bet365 will continue to add new games from the Play'n GO portfolio on a continuous basis.

"Play 'n GO's wide range of high-quality titles form a cornerstone of Games at bet365's mobile strategy. We believe that their innovative html5 products will play an important part in making bet365 this year's leading mobile gaming operator and we look forward to launching more games in the future". Steve Ibberson, Managing Director, Games at bet365 added.

"We are delighted to partner with bet365 to provide their players with our complete portfolio of high quality Casino games. It's exciting times ahead and we look forward to a long-term cooperation." says Johan Törnqvist, CEO at Play'n GO.

### **About Play'n GO – The Gaming Pro**

Play'n GO is a gaming specialist and leading developer of smart systems and content especially designed for performance on mobile phones, tablets, game terminals and websites. The Play'n GO independent E-gaming Platform – EGP delivered with a complete and comprehensive back-office gives operators a unique foundation to tailor their offerings. Play'n GO is a trusted business partner, ensuring its clients are equipped with superior back-office administration tools for surveillance & marketing in addition to premium gaming content that fun-seeking players can enjoy virtually anywhere; Just click PLAY and GO!

<http://www.playngo.com>

### **About bet365**

bet365 is one of the world's largest online gambling groups with over nine million customers worldwide. bet365 offers a Games experience that's unrivalled. The Group employs over 2,000 people and is the UK's seventh largest private company.

In the eGaming Review's Annual Power 50 for 2012, bet365 secured top spot for the third year running

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