



Georgia Lottery rolls out IWG games

Instant win supplier expands footprint within North American lottery market

Thursday 19th December 2019 – IWG has further cemented its position as a leading supplier of instant win games to North American lotteries after launching its content with the Georgia Lottery Corporation.

The company's top-performing games have now gone live with the state lottery following a seamless integration via the IGT platform, allowing players to enjoy a new and exciting gaming experience driven by the supplier's advanced game mechanics.

Georgia Lottery has also become one of the first lotteries to go live with the latest incarnation of IWG's flagship game Super Cash Buster, which is now available in portrait mode.

As part of the agreement, IWG will deliver new releases on a regular basis to support the Lottery's online program and help attract and retain players.

The partnership with the Georgia Lottery further enhances IWG's footprint within the North American lottery market, with its games now live with ALC, BCLC, Loto-Québec, Michigan Lottery and Pennsylvania Lottery.

Rhyddian Fisher, CEO of IWG, said: *"Partnering with one of the biggest lotteries in North America is a fantastic move for us and further demonstrates our position as a premium provider of instant win games."*

"Players across the state will now have access to a wide range of fun and entertaining games, featuring a mix of themes and mechanics that will appeal to a wide target audience."

"We're looking forward to working alongside our latest lottery, driving greater online revenues alongside their existing and successful retail operations, as well as helping raise funds for good causes."

Gretchen Corbin, President and CEO of the Georgia Lottery Corporation, said: *"Integrating IWG's games is an important step in our goal to diversify our online product portfolio with exciting new content."*

"They have a strong reputation for delivering innovative instant win games to the North American lottery market and we are excited to partner with them. We look forward to introducing more IWG games in the future."

*****ENDS*****

For more information, please contact:

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[About IWG](#)

IWG is a world leader in supplying online, instant win games to lotteries and commercial brands and platforms in the online gaming industry. It has over 15 years' experience of making top selling, high quality instant win games and the strategic know how to make them work.

IWG has launched over 300 games that perform consistently at the highest level, engaging and retaining players while driving excellent results for customers. It has the knowledge to deliver a winning portfolio of games, the experience to make it grow and the sales figures and data to back this knowledge up.

IWG delivers an end-to-end solution covering all aspects of game development and portfolio management and a Remote Game Server (RGS) delivering content in multiple regulated jurisdictions from data centres in the UK, Gibraltar, Canada and North America. It has a broad library available via the RGS with games covering many proven themes and mechanics that can be developed into an ideal offering for a partner's instant win portal.