



IWG goes live with Kentucky Lottery

Integration boosts supplier's presence in North American lottery market

Wednesday 6th May 2020 – IWG has launched its instant win games portfolio with Kentucky Lottery, through the Lottery's website.

As part of the deal, the Kentucky Lottery is integrating IWG's content library via its online lottery platform found at kylottery.com. The launch includes IWG's flagship game, Super Cash Buster, which is now available in portrait mode for the first time.

IWG believes this partnership will provide an improved instant win gaming experience for players in the Bluegrass State.

This latest partnership expands IWG's network of lottery partners within North America, with its games currently live with ALC, BCLC, Georgia Lottery, Loto-Québec, Michigan Lottery and Pennsylvania Lottery.

Rhydian Fisher, CEO of IWG, said: *"Partnering with Kentucky Lottery is an important move for us and we're delighted to be offering our games to its ever-growing player base."*

"Our industry-leading design and development teams create the most innovative games within the instant win sector and will allow Kentucky Lottery players to enjoy a fun, new gaming experience. We're very hopeful our portfolio will deliver yet more funds for college scholarships and grant programs across Kentucky."

Marty Gibbs, interim president and CEO at Kentucky Lottery, said: *"We're excited by the continued adoption of our online Lottery games among Kentuckians. This partnership with IWG will enable us to increase the variety of games available to meet the expectations of all our players, as we plan to introduce even more new games from IWG to our players in the coming months."*

*****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.