



INSTANT WIN GAMING

IWG signs brand licensing agreement with Alchemy3

elInstant supplier to expand its omnichannel catalog



Wednesday 16th September 2020: IWG, the world's leading instant win games supplier to WLA/NASPL lotteries, has partnered with lottery marketing services provider, Alchemy3, to develop omnichannel licensed games for the North American lottery market.

As part of this new partnership, IWG will combine its industry standard elInstant mechanics with Alchemy3's wide range of popular brands to create games that bridge lotteries' retail and digital sales channels.

Already, IWG and Alchemy3 have launched a SKEE-BALL® game with the Pennsylvania Lottery that is simultaneously offered in digital elInstant, retail Scratch-Off, Keno, and Fast Play formats. Players can play SKEE-BALL® in one of the retail versions, and collect a promotional code that awards free play of the online version.

Together, IWG and Alchemy3 have plans to expand into IWG's North American lottery client network through its Progressive Play RGS. Partnering with Alchemy3 allows IWG to enhance and diversify its product portfolio, providing its lottery partners with established content and themes.

Rhyddian Fisher, IWG CEO, said: *"This is an exciting partnership for us that will enable us to deliver high impact, omnichannel offerings to our ever-growing partner list. Branded games are a great way to connect play across retail and digital. We're sure that Alchemy3's popular brands along with our proven industry expertise will result in exciting new instant and cross-channel experiences."*

Jeffrey Schweig, President at Alchemy3, said: *"We're thrilled to be working with the team at IWG and can't wait to see the launch of these new games in the North American lottery market. The Company is highly-regarded for delivering the best instant games to the lottery sector and we're confident players will come to love the new concepts that they will be developing over 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.

About Alchemy3

Founded in Alpharetta, Ga., in 2007 by lottery industry veterans, Alchemy3 has quickly become a leader in lottery strategic planning. The company creates "smart gaming solutions" that oftentimes merge licensed consumer brands and lottery games. Alchemy3 represents a select group of brands including The Home Depot, StubHub, Royal Caribbean International, Honda, MGM International Resorts and Bass Pro Shops to name a few. The company has achieved its market position by putting clients' needs first – providing them with "boutique" type attention and the highest level of integrity, honesty, and thoughtfulness. Alchemy3 provides marketing services to all North American state and provincial lotteries.