



INSTANT WIN GAMING

ALC latest to launch IWG's Progressive Jackpot-enabled e-Instant Games

Jungle Tumble Jackpots delivering strong results for North American lotteries



February 01, 2021 – Instant Win Gaming (IWG), the leading supplier of digital e-Instant games to NASPL/WLA-member lotteries, continues to build momentum with its new progressive jackpot enabled e-Instant games after launching the innovative product with the Atlantic Lottery Corporation (ALC).

ALC, a long-term customer of IWG, becomes the third North American lottery to go live with the company's Jungle Tumble Jackpots, the first game to feature the supplier's progressive jackpot technology.

The initial success of IWG's new progressive jackpot enabled e-Instant games has significantly exceeded the company's expectations, with initial customers Virginia Lottery and New Hampshire Lottery reporting strong results after going live with Jungle Tumble Jackpots at the end of 2020.

The game format consisting of three in-game daily, weekly and monthly jackpots has proven to resonate with online players, combining the digital entertainment of e-Instant games with the proven excitement of jackpot-style prizing.

In line with previous launches, ALC benefited from the progressive jackpot module being completely contained within IWG's Remote Game Server (RGS), enabling the Canadian lottery to roll out the games without further technical work required at the iLottery platform level.

Rhydian Fisher, IWG CEO, said: *"We knew the creation of progressive jackpot enabled e-Instant games would disrupt the iLottery sector, but even we've been overwhelmed with the strong performance this new category has produced in such a short period of time."*

"Launching the new jackpot technology with our long-term friends at ALC is an exciting step and hopefully will produce similar results as we've seen in New Hampshire and Virginia so far. Jungle Tumble Jackpots is one of the standout games in the iLottery space right now and expect it to become a big hit with ALC players."

Robert Lalonde, iGaming manager at ALC, said: *"The team at IWG continues to add value to our customers in the iLottery space with its innovative new progressive jackpot enabled e-Instant games."*

"We instantly recognized the potential of this category and believe it will drive significant player interest for the foreseeable future. Players are sure to enjoy Jungle Tumble Jackpots and playing for a chance to win the three in-game jackpots up for grabs."

*****ENDS*****

For more information, please contact:

Square in the Air
enquiries@squareintheair.com

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.