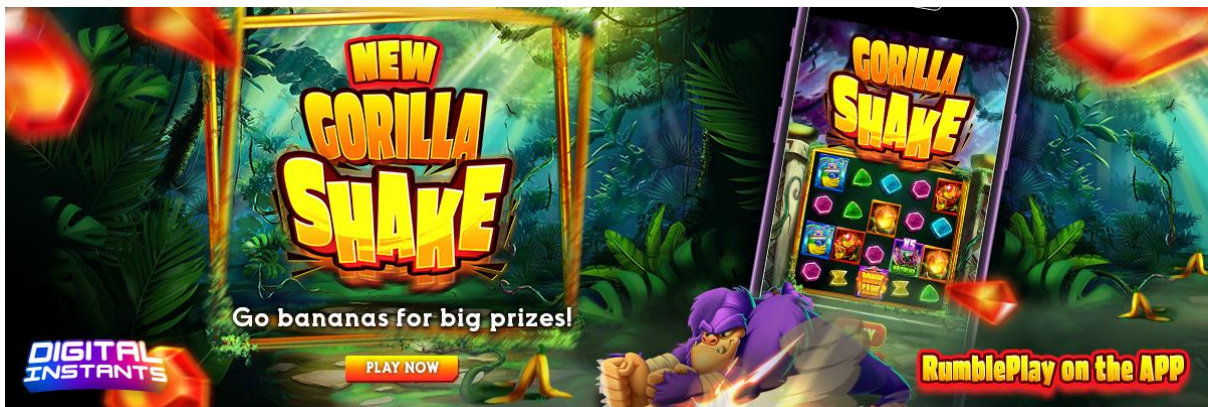




IWG and North Carolina Education Lottery Debut Industry-First “RumblePlay” Feature

Latest eInstant incorporates in-game haptics to elevate mobile play



Thursday, November 20, 2025: Instant Win Gaming (IWG), a leading supplier of eInstant games to NASPL and WLA-member lotteries, has launched its new RumblePlay feature with the North Carolina Education Lottery (NCEL), debuting within the all-new digital instant game Gorilla Shake.

RumblePlay introduces haptic touch technology to the eInstant sector for the first time, creating a more immersive experience that enhances mobile eInstant gameplay. Within Gorilla Shake, players feel the impact of each “shake” symbol as the Gorilla pounds the ground, triggering device vibrations that coincide with exciting on-screen action and new cluster wins.

This latest innovation from IWG underscores the company’s commitment to advancing the eInstant category through player-driven enhancements that deepen engagement and retention. Following its debut with NCEL, RumblePlay will be integrated across future titles within IWG’s InstantGames portfolio.

“RumblePlay is a fun, tactile feature that brings players even closer to the action,” said Jason Lisiecki, Executive Vice President, IWG. “We’re always exploring new ways to enhance the player experience, and the introduction of haptic technology adds another meaningful layer of interactivity. Credit to the North Carolina Education Lottery team on becoming the first to roll out this new functionality, and we look forward to introducing RumblePlay to more lotteries and incorporating into more eInstant games.”

Allan Altholz, Draw and Digital Games Product Manager at NCEL, added: “We love how RumblePlay adds instant feedback to the game experience. Just like distinct animations and

sound effects, the tactile response immediately signals that something exciting is happening. Kudos to the IWG team for continually pushing innovation in this space.”

*****ENDS*****

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About IWG

IWG is the world leader in supplying digital e-Instant and instant win games to WLA and NASPL-member lotteries. It has 20 years' experience of making top selling, high quality games and the strategic know how to make them work.

Each year, IWG develops more than 300 new InstantGames for its global base of lottery customers. Its games consistently perform at the highest level, engaging and retaining players while driving superior sales results. It has the knowledge to deliver winning game portfolios, and the experience to make them grow.

IWG delivers an end-to-end solution covering all aspects of e-Instant development and portfolio management. The Company's InstantRGS (remote game server) delivers its content in multiple regulated jurisdictions from data centers in the UK, Gibraltar, Canada and North America. It has a broad library available via its InstantRGS with games covering many proven themes and mechanics that can be developed into an ideal offering for a partner's e-Instant and/or instant win program.

InstantWinGaming.com.