



Mr Green goes live with IWG's games portfolio

Thursday 28th February 2019: [IWG](#) – the award-winning supplier of online, instant win games – has struck an agreement with MRG, which has seen its portfolio of games go live across the Group's brands.

Mr Green Ltd sites, including flagship brand Mr Green, now have access to IWG content such as the industry-leading Cash Buster Series and many more entertaining releases.

IWG's portfolio has been made available to Mr Green Ltd following an integration via SG Digital's Open Gaming System (OGS) content aggregation platform.

The deal marks yet another important commercial deal for the award-winning supplier, with its content already live with bet365, William Hill, 888 and GVC.

Mr Green is famed as a leading gambling company that offers online casino, Sportsbook, live casino, bingo, and keno. The company is licensed in UK, Sweden, Denmark, Malta, Italy, and holds a sportsbook license in Ireland. Recent survey results showed Mr Green as the fifth most well-known brand in Sweden, with a significant European presence. In January 2019, Mr Green Ltd was acquired by one of the world's leading betting and gaming companies William Hill PLC.

Leon Thomas, Chief Commercial Officer at IWG, said: *"Partnering with Mr Green is an important move for us, as it will allow us to further expand the reach of our games across the markets the operator group operates in."*

"This latest agreement shows the demand for instant win games continues to grow across multiple jurisdictions. We're thrilled that our games will now be available to Mr Green's players and look forward to providing them with more of our content for the foreseeable future."

Jacqui Gatt, Head of Gaming at Mr Green Ltd added: *"We're very pleased to have reached an agreement to integrate IWG's award-winning content."*

"They have built a reputation for delivering highly engaging games and with the popularity of the instant win vertical growing exponentially, we're very confident our players will enjoy what IWG has to offer."

*****ENDS*****

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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.