



IWG seals Microgaming partnership

Supplier's slot games to be tailored for the instant win market

Monday 4th February 2019: [IWG](#) – the award-winning provider of online, instant win games – has struck a deal with Microgaming to transform a range of its slots into instant win games for the first time.

As part of the agreement, some of Microgaming's most popular and successful games, including both classic and new releases, are set to be adapted for the instant win market and made available across the supplier's operator network later this year.

Leaning on its extensive knowledge, IWG will enhance each slot to create a unique instant win gaming experience that incorporates the attractive gameplay commonly associated with Microgaming titles.

The deal will enable Microgaming to reach a wider audience, with the instant win vertical growing in popularity amongst players of commercial operators and lotteries across the globe.

IWG has a proven track record for converting popular casino slots into instant win games, helping suppliers broaden the appeal of their content and deliver additional revenues for operators.

Leon Thomas, Chief Commercial Officer at IWG, said: *"Fans of Microgaming's slots will now be able to enjoy an enhanced gaming experience thanks to this new partnership. By implementing our proven instant win mechanics into its wide range of games, Microgaming will now be able to target a different player base with this unique concept."*

"We're delighted to provide them with exciting and engaging instant win games inspired by its catalogue of games and are sure they will prove to be a big hit."

John Quinn, Director of Content Strategy at Microgaming, said: *"IWG has a strong reputation for delivering instant win slot games that keep the key characteristics of a popular title while adding a new dimension to the gameplay, which captures the attention of players around the world."*

"We look forward to seeing this transformation of our popular releases and making them available to our ever-growing network of operators and their players."

IWG has provided a full online instant win service to lotteries for over 15 years, producing more than 250 high quality instant win games. It won online lottery supplier of the year at the 2017 EGR B2B Awards.

*****ENDS*****

For more information, please contact:

Square in the Air Communications

Lewis Phillips

+44 (0) 20 3542 4893

lewis@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.

About Microgaming (microgaming.co.uk)

Microgaming developed the first true online casino in 1994. It has been breaking records, breaking new ground and breaking its back in pursuit of original gaming ever since. Developer of thousands of unique, genre-defining casino, mobile, poker, bingo, land-based and multiplayer games, and a pioneer in virtual and wearable gaming, the software giant hosts the world's largest progressive jackpot network. Its products include Live Dealer, Sportsbook, Business Solutions and Quickfire. Microgaming is an award winner. A millionaire maker. The father of player protection and responsible gaming. And through Microgaming PlayItForward, it is a pillar of its local community on the Isle of Man.