

## **Nyx Interactive AB**

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# **Press Release**

## **NYX Interactive – a cutting edge technology supplier enters the gaming market**

### ***A solutions provider for WLA and commercial gaming operators***

**Stockholm Oct 1 2007:** NYX Interactive was established in 2006 as a response to the paradigm shift in the gaming industry. The company's objective is to help its clients thrive by providing the best gaming products and services available. NYX has, through its recent successes, already taken the lead and been recognized as a world-class supplier of gaming products and services segments and continues building its business to become a truly global leading provider in the interactive gaming space.

NYX product offerings are distributed either directly or via internationally respected delivery organizations to both WLA and commercial gaming operators.

**“Our founders and key employees each have about 20 years experience in banking, retail, Telco and mission critical transaction technology and have, since 1996, been focusing on the gaming industry – at the time when internet gaming started to take off”,** says Staffan Lindgren, CEO of Nyx Interactive

**“We constantly build on proven competencies, adding experience, expertise knowledge and resources in anticipation of market demands and future business needs in order to be able to deliver innovative technology and to be able to support our customers’ ambitions at the leading edge of the gaming market”,** Mr. Lindgren continues.

Nyx Interactive has, in very short time, established and successfully delivered solutions to a number of high profile and respected customers, such as:

- **Bertil** ([www.bertil.com](http://www.bertil.com)), the Malta based company, Bertil in Malta Ltd, has launched its bingo operation based on the NYX Interactive technology.
- **WinLoto** ([www.winloto.lt](http://www.winloto.lt)), the national WLA operator in Lithuania, established its interactive business in partnership with Svenska Spel using NYX technology and NYX to facility manage the operation for its entire business.
- **Folkspel** ([www.folkspel.se](http://www.folkspel.se)), one of the largest WLA operators in Sweden, has evaluated the NYX Interactive account system and replaced its existing ONNET account system with NYX's new account system which is now used for all their internet gaming. Folkspel has also based the new Lottbutiken on NYX lottery products.
- **Svenska Spel** ([www.svenskaspel.se](http://www.svenskaspel.se)), the largest Swedish WLA operator, has entrusted NYX Interactive with taking charge of the ongoing development and support of its Swedish bingo, lottery and probability games solution for the internet and mobiles. NYX has signed a partner agreement with Proact (publ) [www.proact.se](http://www.proact.se) regarding full facility managed IT-operations and related services.

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- **Betsson** ([www.betsson.com](http://www.betsson.com)), the large European gaming operator, selected NYX as partner and launched its new businesses for bingo, lotteries and instant games using NYX technology.
- An international casino operator has signed an agreement with NYX to use all NYX technology games and products, including the casino and poker products, in its business from its launch later in 2007.

**Bonnier** ([www.bonnier.com](http://www.bonnier.com)), the leading media company in Scandinavia, has selected NYX as partner for its Swedish and international interactive gaming business. The initial launch this summer was with bingo, lottery and scratch-tickets at [www.bingolotto.se](http://www.bingolotto.se). Other games and programs will follow shortly.

NYX officially launched its new products for the gaming industry at ICEi exhibition in London in January 2007, where a large and genuine interest was shown by many WLA and commercial bingo, lottery and casino online operators in Europe and South America. NYX recently also attended the Online Bingo Summit in London, September 2007, as an exhibitor where it continued to demonstrate its leading role in the bingo and lottery segment.

NYX will further increase its presence and aims to generate more market awareness by demonstrating its ambitions with more interesting gaming products and concepts at the EIG Barcelona and at ICEi in London in January 2008.