

Nyx Interactive AB**Contact**

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PRESS RELEASE

NYX Interactive – delivers the next generation of bingo and other products to Svenska Spel

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NYX Interactive and Svenska Spel have launched the next generation of bingo and lottery platforms.

The project is based on the NYX gaming platform and Svenska Spel's requirements for competitive functionality. Svenska Spel launched bingo on the Internet in 2002 and now is the time to take a new step in the market with many new functions in the gaming experience, including responsible gaming.

"With the new platform, we, at Svenska Spel, take a strengthened position amongst the ever tougher competition on the Swedish market. Keeping a market-leading position requires innovation, speed, flexibility and constant originality. With the NYX Interactive platform and products, we will create these conditions," says Mikael Franzén, VP for the business area svenskaspel.se

NYX Interactive's platform brings with it unique functionality including many types of tournament games, WebTV broadcasts, add-on games such as betting on even or odd numbers, advanced jackpot functionality, customized bingo rooms, etc. The services are unique and take bingo to a new level.

"We have taken a market-leader position within, amongst others, the bingo and the lottery market. It is, of course, of the utmost importance that we can develop our technology and our products and also do so with the largest operator on the Swedish market within the area. Svenska Spel is also one of the most innovative, security driven and forward thinking gaming operators on the state-regulated gaming market, which naturally mirrors our quality at a high level. Because of our excellent collaboration with Svenska Spel, we can now launch the next generation of bingo where Swedish bingo players can enjoy the entertainment," says Staffan Lindgren, CEO NYX Interactive

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NYX Interactive has, in a very short space of time, established itself as a leading provider of technology and products to the gaming industry. The company has successfully proven its expertise within the area which has led to a long line of successful operators in both the state-regulated and the traditionally EU-regulated gaming worlds choosing NYX Interactive as their supplier.

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About NYX Interactive: NYX Interactive is one of the market's leading, independent suppliers of systems for digitally distributed entertainment for players with interests in gambling NYX Interactive develops solutions for all distribution channels including the Internet, gaming terminals, mobile phones and digital TV. The company was started in 2006 and has its headquarters in Stockholm