

NYX Gaming Group

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PRESS RELEASE

NYX Gaming Group launch Social Media Gaming App

NYX Gaming Group, the recently formed software provider incorporating NYX Interactive and NextGen Gaming has launched 'SlotsPoint', their first social media gaming customer.

London, January 20, 2012:

The recently formed NYX Gaming Group incorporating Stockholm based NYX Interactive and Sydney's NextGen Gaming, are proud to announce the launch of their debut social media product.

NYX Gaming Group congratulates SlotsPoint on their exciting launch in Facebook. As the first customer to use the NYX social media gaming suite, SlotsPoint have demonstrated a highly focused and dynamic approach to leverage the burgeoning opportunity within Facebook.

Accessed exclusively via Facebook, 'SlotsPoint' features a NextGen Gaming portfolio of games including classics such as Doctor Love, alongside recent hits including beautiful, bonus round chaser Medusa and the 50-line, full of stacked action Mad Mad Monkey. As players progress up the leaderboards points are accumulated, which allow access to further games in the NextGen suite, can be shared amongst friends or converted to play credits.

NYX Gaming Group's social media suite offers Operators a fully customizable front end including NextGen's catalogue of proven games and a comprehensive back office, allowing full view of player activity and ownership of data. Crucial social media features such as leaderboards, game timers, achievement levels, experience points and gifting are all available. In-game tutorial messages give new players the confidence to play and progress, whilst games provision in multiple languages ensures the widest possible audience. Operators are provided with all the tools required to be in total control of their social media offering.

Matt Davey, CEO of NYX Gaming Group commented "We are delighted to be the first mainstream gaming provider to offer a suite of integrated social media tools to our partners. Whether Operators wish to use Social Media to monetize or brand build, the NYX Gaming Group offers the ability to penetrate and lead with a comprehensive solution under one roof. We're proud to cater for the functionality, scalability and speed required to compete in social gaming and crucially provide the autonomy that an Operator needs to make a success of this exciting new space."

Join the new NYX Gaming Group team at ICE on stand 5430.

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About NYX GG

The NYX Gaming Group, headquartered in London with development out of Stockholm and Sydney; providing flexible gaming solutions to some of the largest World Lottery Association members and gaming operators across the globe. NYX has previously won several awards including "Innovation in Bingo" at the 2010 E-Gaming Review Awards. Both NYX (EMEA) and NextGen (Asia Pacific) have been listed in the Deloitte Technology Fast 500 listings for the respective regions.

NYX Interactive offer a top-level gaming portfolio of gaming products including the leading Bingo solution, built on a fully-flexible account and back office system which supports all parts of an Operator's business.

NextGen Gaming is the industry's leading platform agnostic provider of engaging and profitable repeat play Slots, providing entertainment for players and profits for Operators.