

## PRESS RELEASE

Greentube Internet Entertainment Solutions GmbH



NOVOMATIC INTERACTIVE

### Greentube signs content agreement with Löwen Play

Publication date: March 23, 2016 • Embargo date: immediate release



NOVOMATIC INTERACTIVE



## Greentube Agrees Content Partnership with Löwen Play

***The German market leader of premium arcade venues and operator of the online casino [www.loewen-play-casino.de](http://www.loewen-play-casino.de) is now offering world famous NOVOMATIC game content***

Greentube, the interactive business unit of NOVOMATIC, today announced the completion of its recent content agreement with Löwen Play. Backed by NOVOMATIC's excellent technology, Greentube further expands in the evolving online gaming sector by welcoming this new complementary partnership. Maintaining its market leading position in the online space, Greentube proudly introduces its popular content offering to a new region: Schleswig-Holstein.

Designed to enhance player retention, Löwen Play's customers are as of now able to enjoy some of the best games available on the market. As the leading online casino market in Germany, Schleswig-Holstein can boost new player acquisition by offering NOVOMATIC's market-leading interactive content. Games on offer include NOVOMATIC's blue chip slots such as Book of Ra™ deluxe, Lucky Lady's Charm™ deluxe, Sizzling Hot™ deluxe and many more genuine classics.

Gernot Baumgartner, Head of Marketing & Sales, commented: "We are honored to have completed yet another successful partnership and are glad to unveil the well-known games selection to clients in Schleswig-Holstein for the first time. This significant content deal opens the doors for Greentube to introduce its online content to an expanded fan base. We are looking forward to a long-term collaboration."

With immediate effect, the games will assist Löwen Play's plan to grow its digital business. Paul Kase, CIO of Löwen Play, added: "It's an outstanding opportunity for us to integrate with Greentube. The NOVOMATIC casino content will be a perfect match for our online casino, so we are able to offer our players some of the best casino slots in the German market."

### **About Greentube**

*Greentube Internet Entertainment Solutions, the global interactive unit of NOVOMATIC, is a leading developer and supplier of iGaming solutions. Greentube is a wholly-owned subsidiary of The NOVOMATIC Group, one of the biggest producers and operators of gaming technologies and one of the largest integrated gaming companies in the world. Greentube's industry leading omni-channel technology allows the convergence of online, mobile and land based games. The well diversified*

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*product portfolio includes Classic Slots, Table Games, Live Dealer Gaming, AWP Reloaded Slots, Server Based Gaming, Social Casino Gaming, Bingo, Poker and more.*

#### **About Löwen Play**

*With more than 330 amusement arcades and over 2.400 employees, Löwen Play is the German market leader in operating arcade centers. With an experience since 1952, we offer high quality equipped and configured stores with a wide range of premium slots, gaming and sport machines. As a conscientious acting company that actively takes its social responsibility to its customers, we take care of essential subjects like player protection and a confident gaming entertainment. Since 2014, Löwen Play is escalating the business activities into the online gaming market and looking forward to increase its digital business.*

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#### **Further information:**

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