



PRESS RELEASE

Casino King Passes £1 Million Milestone

G-Squared Games has confirmed that plays on Casino King have already broken the £1 million pound barrier since its launch only a matter of weeks ago at EAG International.

Determined to put the fun back into cat C AWP's, G-Squared Games developed Casino King as a cost-effective alternative within the burgeoning digital cat C sector.

G-Squared's Andrew Powell explains: "From the outset we wanted Casino King to be different from the established digital cat C offering. Players have been quick to appreciate the choice of games and their irreverent humour. For the operator, strongly performing games, highly competitive pricing and free connectivity incorporating extremely powerful remote data capture have combined to create a compelling proposition," he assures.

Casino King has been adopted by eight operators to date and can already be found on the estates of most major pub retailers. G-Squared has revealed that Casino King is performing well, with strong Total Play and Average Net Balance indices.

"Casino King has been uplifting revenues across a variety of sites, be they new to digital or replacing other digital product. The product has also done particularly well where the site is shared with other digital cat C games," reveals Andrew.

Each Casino King is supplied as a 12 game compendium, and currently 50% of the Total Play is being derived from the top five games.

Thursday 2nd March saw the release of the latest compendium, Casino King Carbon, featuring an updated menu system and new slots content.