



Virginia Lottery launches IWG games becoming the Company's 23rd WLA/NASPL iLottery launch

Long-standing collaboration with NeoPollard produces fastest integration to-date

Wednesday 12th August 2020 – Today IWG digital instant win games launched on the Virginia Lottery's iLottery gaming platform, making it the 23rd WLA/NASPL-member lottery to launch the instant win supplier's games portfolio. The integration took just weeks to complete, a timeline made possible by the long-standing collaboration between IWG and NeoPollard Interactive, the Virginia Lottery's iLottery platform provider.

Following the execution of a five-year contract agreement, the completion of a streamlined integration process, and the implementation of IWG's locally-deployed Remote Game Server (RGS), the Virginia Lottery has elected to roll out the provider's top-performing games. An extensive portfolio of games is planned into the Lottery's roadmap.

Among the titles now available to Virginians is Cash Expander, a customized game from IWG that has been designed specifically for the Virginia Lottery. The gameplay, which utilizes the developer's core 'match three cluster' mechanic, includes gold, silver and bronze Virginia state symbols that activate the bonus round when three appear on-screen.

The release of Virginia Cash Expander marks the fourth iteration of this instant win game appearing in the North American iLottery market, following previous localized versions in Michigan, New Hampshire and Pennsylvania. These custom-made releases have proven hugely successful, with players appreciating the content that's been adapted for their own respective markets.

The launch of instant win games with the Virginia Lottery highlights the supplier's impressive lottery client network, with its content already live across the growing North American iLottery markets, including Georgia, Kentucky, Michigan, New Hampshire, and Pennsylvania in the US, and the Atlantic Provinces, Québec, and British Columbia in Canada.

Rhydian Fisher, IWG CEO, said: *"We're so excited to be live in Virginia, our 23rd iLottery launch. The Virginia Lottery and its entrepreneurial approach to iLottery combined with the support of its platform vendor, NeoPollard, made it possible for us to execute a contract, integrate our RGS platform, and localize a set of games, all in a very short period of time. Clearly, the leading iLottery platforms have proven they can support the integration of independent game providers, like IWG, right during a program's initial launch."*

Kevin Hall, Executive Director of Virginia Lottery, said: *"IWG has done a tremendous job delivering the first of many games from its portfolio to the Virginia Lottery. They, along with our partners at NeoPollard, completed this integration within a very demanding timeline. Having seen the success of Cash Expander with other lotteries in North America, we're confident our own localized version will also appeal to a wide range of players here in Virginia."*

*****ENDS*****

For more information, please contact:

Square in the Air

enquiries@squareintheair.com

About IWG

IWG is a world leader in supplying online, instant win games to lotteries and commercial brands and platforms in the online gaming industry. It has over 15 years' experience of making top selling, high quality instant win games and the strategic know how to make them work.

IWG has launched over 300 games that perform consistently at the highest level, engaging and retaining players while driving excellent results for customers. It has the knowledge to deliver a winning portfolio of games, the experience to make it grow and the sales figures and data to back this knowledge up.

IWG delivers an end-to-end solution covering all aspects of game development and portfolio management and a Remote Game Server (RGS) delivering content in multiple regulated jurisdictions from data centres in the UK, Gibraltar, Canada and North America. It has a broad library available via the RGS with games covering many proven themes and mechanics that can be developed into an ideal offering for a partner's instant win portal.