

PRESS RELEASE

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NetEnt partners with Guns N' Roses to launch biggest game production yet

NetEnt, the leading digital casino entertainment company, have struck a chord with legendary rock band Guns N' Roses to launch their biggest branded game ever - and the band's first ever slot release.

Guns N' Roses are one of the most successful rock bands in history, with over 100 million albums sold worldwide, and NetEnt's new branded game will put players right on the front row for an epic musical experience.

The spectacular rock slot has involved a production team almost twice as large as any previous game development. NetEnt has invested heavily not only to capture the spirit of the brand but also into the technical architecture to showcase the very best HTML 5 productions online.

Featuring stunning rock music and iconic riffs, their expert designers and developers have painstakingly created the Guns N' Roses experience using five unforgettable tracks including "Welcome to the Jungle," "Sweet Child O' Mine," "Paradise City," "November Rain" and "Chinese Democracy."

Simon Hammon, Chief Product Officer of NetEnt, comments: *"Guns N' Roses are huge and iconic and it's great to launch with one of the most legendary rock bands in history. We've honored them with our most ambitious ever and NetEnt can't wait for players to have a chance to enjoy the musical game experience."*

The game allows players to set the soundtrack as they experience features such as Encore Free Spins, Legend Spins, Solo Multiplier, "Appetite for Destruction Wild" and a Crowd Pleaser bonus game.

The 20-line slot draws on the unmistakable sound of the band, who have claimed seven platinum-selling albums, and will be launched simultaneously to mobile and desktop for the Europe market on January 21st

The ground-breaking release is NetEnt's first ever game to be delivered using WebGL and Pixie, a second-generation rendering engine that enables vibrant animations in HTML5. To top things off, NetEnt uses its unique in-house audio engine to match animations on beats to music, creating a blend of visual and audio wonders.

[View a demo of Guns N' Roses](#)

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About NetEnt

NetEnt AB (publ) is a leading digital entertainment company, providing premium gaming solutions to the world's most successful online casino operators. Since its inception in 1996, NetEnt has been a true pioneer in driving the market with thrilling games powered by their cutting-edge platform. With innovation at its core, NetEnt is committed to helping customers stay ahead of the competition. NetEnt is listed on Nasdaq Stockholm (NET-B), employs 750 people and has offices in Stockholm, Malta, Kiev, Gothenburg and Gibraltar. www.netent.com