

## PRESS RELEASE

February 5th, 2019

## NetEnt collaborates with The Prince of Darkness to launch Ozzy Osbourne slot

NetEnt is set to add to its branded game hall of fame with the addition of its latest blockbuster music-themed title.



Living legend Ozzy Osbourne, who has sold more than 100m albums as a solo artist and the lead vocalist in Black Sabbath, is set to be a star performer in NetEnt's licensed slots portfolio when the game launches.

Featuring imagery and vocals from the instantly-recognisable Osbourne, it adds to the NetEnt Rocks family of games; Guns n' Roses™, Jimi Hendrix™ and Motörhead™, all huge hits in the company's growing branded back catalogue.

Osbourne, known as The Prince of Darkness, first rose to prominence with heavy metal band Black Sabbath in the 1970s and has remained one of the world's most iconic musicians ever since.

Ozzy expanded his fanbase after appearing as himself in reality TV sensation, The Osbournes, alongside wife Sharon and children Kelly and Jack.

"Rock stars don't come much bigger, better known, or charismatic than Ozzy Osbourne," says **Bryan Upton, NetEnt Director of Game Products**.

"Thanks to his larger-than-life personality and outstanding contribution to music, Ozzy has developed a loyal and passionate following over the past 50 years – we can't wait to bring this to the reels for players to enjoy."

The deal was brokered by Ozzy Osbourne's merchandising and brand management partner, Global Merchandising Services.

"NetEnt are the market leaders in their field and we're incredibly excited to add another of our artists to the exciting NetEnt Rocks family of games," said **Barry Drinkwater, Chairman of Global Merchandising Services**.

**For additional information please contact:**

[press@netent.com](mailto:press@netent.com)

---

**NetEnt AB** (publ) is a leading digital entertainment company, providing premium gaming solutions to the world's most successful online casino operators. Visit [www.games.netent.com](http://www.games.netent.com) to try our games. 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 900 people and has offices in Stockholm, Malta, Kiev, Gothenburg, New Jersey, Krakow and Gibraltar. [www.netent.com](http://www.netent.com)

**Global Merchandising Services Ltd** are a music artist, celebrity and brand merchandise company. With offices in London and Los Angeles, Global is a licensing powerhouse with best in class design, product development, manufacturing and direct-to-consumer sales. Global executes and delivers business through all channels of retail distribution, live events, web stores, pop-up stores, brand origination and development, sponsorship, endorsements and third-party licensing. Winner of 7 Licensing Industry Awards, from best celebrity license programs to product awards, acknowledging Global's expertise and ability to deliver on a worldwide basis for its clients. For more information: [www.globalmerchservices.com](http://www.globalmerchservices.com)