

PRESS RELEASE

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NetEnt enters the regulated market in Colombia with Rush Street Interactive

NetEnt is launching a selection of its award-winning games in the regulated market in Colombia with gaming operator Rush Street Interactive.

NetEnt continues its focus on penetration into regulated markets. After the entry into Switzerland this month, Colombia is next up. Having signed an agreement with Rush Street Interactive LLC regarding market entry for Colombia earlier this year, a selection of NetEnt's popular table games including Blackjack and two versions of Roulette have now been launched with [RushBet.co](https://www.rushbet.co), making them the first operator to provide NetEnt games in Colombia.

NetEnt plans to launch a wider selection of its renowned slot games in the Colombian market throughout the 2020 period.

"We're excited to enter the Colombian online casino market and Rush Street is a great first partner to begin this journey with. The Colombian market is growing at a fast pace and I'm confident that our games will be well received by players," says **Brian Kraft, VP Commercial NetEnt Americas LLC**.

"We are so pleased to expand our partnership with NetEnt to bring these top quality and well-known casino table games to [RushBet.co](https://www.rushbet.co) players, NetEnt's Blackjack and Roulette games are already among the most popular table games on our sites in the United States and we know players in Colombia, who appreciate top quality table game content, will love playing these games online at [RushBet.co](https://www.rushbet.co)," says **Omar Calvo, General Manager of Rush Street Interactive Colombia**.

As an added benefit to [RushBet.co](https://www.rushbet.co)'s players, and to introduce these new games to the Colombian market, [RushBet.co](https://www.rushbet.co)'s local operations team in Bogota has a number of promotional activities in the works, including accelerating loyalty points earned on NetEnt game play.

For additional information please contact:

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 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

ABOUT RUSH STREET INTERACTIVE

Founded in 2012, Chicago-based Rush Street Interactive (RSI) launched its first betting site, [PlaySugarHouse.com](https://www.playsugarhouse.com), in New Jersey in [September 2016](#). The company subsequently made history by becoming the first operator in the United States to offer a fully integrated online sportsbook and casino. In addition, RSI was the first company to launch legal online sportsbooks both in Pennsylvania ([PlaySugarHouse.com](https://www.playsugarhouse.com)) and Indiana ([BetRivers.com](https://www.betrivers.com)) as well as being the first to open a legal sportsbook in the state of New York (@ Rivers Casino in Schenectady) and, most recently, in Illinois (@ Rivers Casino in Des

Plaines). RSI also operates in-casino sportsbooks at Rivers Casinos in Pittsburgh & Philadelphia and at the historic French Lick Resort in Indiana. [BetRivers.com](https://betrivers.com) is also the exclusive official sportsbook partner for the Philadelphia Flyers & Wells Fargo Center. RSI was the first US-based gaming operator to launch a legal and regulated online sportsbook in Latin America ([RushBet.co](https://rushbet.co) in Colombia). Rush Street Interactive is also the developer and operator of a leading social gaming platform currently deployed at the group's affiliated land-based casinos and selected third party partners. Rush Street Interactive was named "**Mobile Operator of the Year**" in North America at the EGR North America Awards 2019 and "**American Operator of the Year**" & "**Casino Operator of the Year**" at the American Gambling Awards in 2019. For more information, visit rushstreetinteractive.com.
