

PRESS RELEASE
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Fill your basket with sweet wins in NetEnt's Fruit Shop Megaways™

Upgraded fruity feast gets general release after successful Betsson Group exclusive launch



The time is ripe for players to rediscover a NetEnt classic with the launch of Fruit Shop Megaways™.

Almost a decade on from the introduction of Fruit Shop, the new 6-reel video slot is packed with Free Spins and Multipliers, and takes the gameplay of the 2011 hit to a whole new level with the Megaways™ payout mechanic.

During every spin in the main game and bonus round the number of symbols landing on each reel is randomly chosen, resulting in a varying number of Megaways™ up to 117,649 for a thrilling slot experience with big winning potential.

Fruit Shop Megaways™ maintains the same colourful, cheerful design of the original NetEnt fan-favourite with a theme that will keep players engaged.

It went live with Betsson Group a week ago and has proven a smash for the operator during its exclusive period.

“NetEnt games have a deserved reputation as being among the best you can play, and the addition of Megaways™ to titles like Fruit Shop is proving an irresistible combination,” said **Ciara Nic Liam, Commercial Director - Gaming at Betsson Group**. “We’re thrilled to have been the first operator to go live with Fruit Shop Megaways™ and the early signs are that it’s going to be another slot sensation.”

“Taking the simple fun of a timeless fruit-themed slot and adding the Megaways™ mechanic is a stroke of genius, making for a game that players will love,” said **Carl Ejertsson**,

Games Director at NetEnt. “Fruit Shop Megaways™ offers the perfect blend of features to appeal to a broad player base, loaded with Free Spins and a winning potential to maintain excitement with every spin.”

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