

PRESS RELEASE

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NetEnt enters Michigan's new igaming market on day one with multiple operators

NetEnt has grown its footprint significantly in the burgeoning US igaming market by entering Michigan on the day Michigan Gaming Control Board (MGCB) launched online gaming and sports betting in the state.

BetRivers/RSI, BetMGM, Churchill Downs, DraftKings, FanDuel, Golden Nugget, William Hill and WynnBET all began their operations in the Great Lakes State on Friday 22nd January, with all offering games from the premium casino content supplier, which is part of the Evolution Group.

Among the titles available in Michigan are Starburst, Blackjack and Divine Fortune, established player-favourites in the already-regulated states of New Jersey, Pennsylvania and West Virginia.

"Friday's successful launch with multiple operators is the result of months of planning for Michigan's go-live and years of on-the-ground experience in the US," said **Jeff Millar, Evolution Commercial Director, North America**. "America is an absolute priority market for Evolution Group, which is reflected by the scale of NetEnt's first-day presence in Michigan."

NetEnt's immediate and extensive Michigan entry underlines Evolution Group's position as a front-runner in the US.

Since leading the way in New Jersey in 2015, NetEnt games were live on day one in Pennsylvania in 2019, and West Virginia in 2020. Later this year, Evolution will open a state-of-the-art Live Casino broadcast studio in Michigan, its third in the US after New Jersey and Pennsylvania, and eleventh globally.

"We are poised to add more operators in all US markets during 2021 and have a roadmap of high-profile game launches. And, as we've once again shown, we're ready for new markets being switched on and partnering casinos to offer a standout product to their players the minute they go live," added Millar.

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NetEnt is a leading digital entertainment company and part of **Evolution Gaming Group AB**, the premium provider of online casino content. It supplies high quality 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 a cutting-edge platform. With innovation at the core of the company ethos, its talented team takes pride in delivering flexible digital casino solutions, so that its network of more than 200 global partners can provide their players with the best in immersive entertainment. NetEnt holds licenses in Alderney, Belgium, Gibraltar, Malta, Romania, Spain, and the UK, as well as the U.S. states of Michigan, New Jersey, Pennsylvania and West Virginia. Learn more at: www.netent.com