

## NYX Interactive and Mr Green Launch Casino!

2008-09-02

---

Mr Green launches Casino by agreement with NYX Interactive. Casino with Mr Green is NYX Interactive's first, proper launch and the beginning of a new, potentially large player in casino gaming on the Internet. Amongst those behind Mr Green are the Swedes Fredrik Sidfalk and Henrik Bergquist, two of the three founders of Betsson. The CEO is Mikael Pawlo.

Casino extends NYX Interactive's product family by being a game of chance which attracts new target groups. NYX Bingo is already the market leader and is widespread amongst the large operators. Casino will now lead NYX Interactive to a new customer segment.

Mr Green's founders have broad experience in the casino segment. Together with NYX Interactive, Mr Green has developed the next generation of casino using the latest technology and the best games. This ensures that players are offered a superior gaming experience in a safe and regulated environment.

With Mr Green, players can set their own limits as to how large a risk they want to take. In casino, we call it Green Game. In other words, even before they start to play, players can set limits for how much they can play on a daily, weekly or monthly basis.

'Strategically, Mr Green is an important partner for us and we are extremely pleased that they have chosen NYX as their partner in this casino venture. In our opinion, and we have been around a while, we see casino entering a new phase in its product lifecycle. Our casino will take market shares fast,' says Staffan Lindgren, CEO, NYX Interactive

Mr Green has chosen a casino product with a completely new 'look and feel' and we have been inspired, among other things, by the iPhone's navigation and have also added clear information on responsible gaming.

'Through this agreement with NYX, Mr Green has a strategic partner with whom to develop a casino experience above and beyond the usual,' says Mikael Pawlo, CEO, Mr Green Ltd.

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article34351.html>

© 1998 - 2008 Nevistas and the author.

Brought to you by Hotel News Resource

*Distribute your news on our Network*

See what all the buzz is about at:

[http://www.hotelnewsresource.com/Info-news\\_account\\_info.html](http://www.hotelnewsresource.com/Info-news_account_info.html)