

betmotion cassino

London, 6 August 2024 – Playtech, the world's leading gambling technology company, today announces it has launched its award-winning Casino content with long-term strategic partner, bet365, in New Jersey. The launch sees bet365 go live with a selection of Playtech's best-performing games including Playtech classics like White King, Great Blue, and Frankie Dettori's Magic Seven. The partnership marks the first step for Playtech into the US market, with plans to partner with more New Jersey operators in the coming months. This follows Playtech securing regulatory approval for the market just last month. Playtech has also started the licensing process in other US jurisdictions. bet365 entered the New Jersey market in 2024 and has since been providing its sportsbook and online casino to customers in the state. A bet365 spokesperson, said: "We're excited to partner with Playtech in order to expand our content offering to the US market. Given the range and caliber of Playtech's content, being first to market it is a real differentiator for our platform. We look forward to developing upon our already solid partnership as we continue to grow our Casino offering." Shimon Akad, Playtech Chief Operating Officer, said: "This is a significant moment for Playtech and our development in the US. Launching Playtech's software in the US is a landmark, and we are very pleased to be taking this step with one of our most trusted partners in bet365. With more titles and content launching in the coming weeks and months, there are exciting times ahead. This launch also serves as a prime example of our commitment to partnering with leading operators to bring leading software services and great content to new and growing markets." About Playtech Founded in 1999 and premium listed on the Main Market of the London Stock Exchange