

Astra Games marks expansion with majority shareholding in Greentube

Wien (OTS) - Astra Games Limited, UK subsidiary of the Novomatic Group of Companies, has announced a significant expansion in its online gaming business with the acquisition of a majority shareholding in leading Austrian-based company, Greentube.

Announcing the new acquisition Zane Mersich, Managing Director of Astra Games noted: "The acquisition of Astra's majority shareholding in Greentube represents a highly significant step in the further expansion of a recently created business area for Astra Games and our parent company, the Novomatic Group. We aim to become a major player in the online sector and this deal is a very tangible sign of the progress that we are making."

Greentube specialise in the provision of on-line game content for cash and fun, with a particular emphasis on skills-based gaming. Since 1998 Greentube has built an enviable reputation for online skill-based gaming. Through browser-based technology Greentube service more than 30 partner websites and a global player base in excess of 10 million within their partner network.

Greentube have an extensive portfolio of game content, complemented by a proven ability to setup, customise and operate portals in accordance with customer requirements. Their expertise in the provision of International i-gaming solutions is one of the company's greatest strengths.

Additionally, Greentube pioneered the highly successful 3D game "Ski Challenge", a game created in 2004 that has since resulted in partnerships with major media-companies including France Télévision, Pro7, Canal+, Austrian Broadcasting Corporation, Swiss Television, NRK, SVT and CBC.

Greentube's CEO, Eberhard Dürschmid, stated: "Our company has grown significantly in the past years, increasing in profitability whilst maintaining lean capital investment when benchmarked against other players in the market. The market standing and know-how of Astra Games and the Novomatic Group of Companies, combined with Greentube's experience in the field of online gaming and in-house technology control, results in the emergence of a superior new player

in this market, a company that has huge potential for growth in the years to come."

Greentube will immediately be tasked with taking on the full commercial and R&D responsibility for the Novomatic/Astra developed 'Novo Remote Gaming System' (www.nrgsplay.com) which provides regulated online gaming markets with successful and proven "best of breed" land-based gaming content.

Rückfragehinweis:

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