**Authentic Gaming strikes Novibet partnership**

***Innovative live roulette specialist to integrate full suite of studio-based and casino floor-based roulette games with operator***

**Malta: 6th May 2020 –** Novibet has become the latest online gambling brand to integrate Authentic Gaming’s full suite of market-leading live roulette titles into its portfolio.

Under the partnership, Novibet players will gain access to roulette titles broadcast from Authentic Gaming’s innovative ARENA studio including Blaze, Grand and 24/7 Roulette plus a range of auto wheels.

Blaze is a classic roulette game delivered in a sleek environment and with a game show format with a host rather than a traditional dealer.

Players will also be able to sit down at real roulette tables located on the floors of some of the most prestigious casinos around the world via Authentic Roulette.

This includes properties such as:

* Foxwoods Resort Casino (USA)
* The Royal Casino (Denmark)
* Casino International (Georgia)
* Bad Homburg Casino (Germany)
* Aspers Stratford Casino (London)

In addition to this, Novibet will use Authentic Gaming’s LIVE Banner solution to promote the provider’s live roulette games across its website as well as on external affiliate and media sites.

The partnership between Authentic Gaming and Novibet allows the provider to grow its position in the thriving live casino market in the UK as well as in Greece where it continues to grow in popularity.

**Jonas Delin**, **CEO of Authentic Gaming**, said: “Novibet is a leader in Greece and it is using live casino effectively to grow its brand and customer base where the live vertical is increasingly important.

“We are thrilled to be contributing to its future growth plans by providing our full suite of live roulette games and we are certain they will be a big hit with Novibet players.”

**Nick Bachas, Chief Business Development Officer at Novibet**, said: “We have been following Authentic Gaming with great interest for quite some time and appreciate the exciting approach they are taking to live roulette and delivering a superior player experience.

“We believe its games will appeal to our players and especially those in the UK and Greece where live casino is now a major casino vertical in its own right.”

ENDS

**Editor’s notes:**

**About Authentic Gaming:**

Authentic Gaming is a leading supplier of live roulette, offering the widest variety and the most innovative roulette products on the market. The games are offered from state-of-the-art studios or directly from luxurious casino floors. The company was founded in 2015 and is headquartered in Malta.

**For Sales Queries, please contact:**

Magdalena Podhorska-Okolow | Chief Commercial Officer

[magdalena.podhorska@authenticgaming.com](mailto:magdalena.podhorska@authenticgaming.com%20)

**For media enquiries, please contact:**

Sarah Blackburn

GameOn Marketing

[sarah@gameon.im](mailto:sarah@gameon.im)