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Boss Media acquires games supplier Dynamite Idea

Boss Media acquires Dynamite Idea of England, a world leading supplier of fixed odds games for many of the leading e-gaming brands such as Ladbrokes and Unibet. The acquisition of Dynamite Idea extends Boss Media's instant games portfolio based on Flash technology.

“Dynamite Idea is a leading game development studio with a proven and successful portfolio of instant games“, says Eric Matsgård, Vice President Products, at Boss Media. “We believe that our new own instant casino combined with Dynamite Idea's fixed odds and slots portfolio, is a very compelling offering for operators“, continues Matsgård.

Dynamite Idea will offer its portfolio of games through Boss Media's new Instant Gaming Platform and the recently launched Gaming Management System. The solution will enable players to access Dynamite Idea and Boss Media games with single sign-on as side games to, for instance, Boss Media Bingo and Poker and the newly launched Instant Casino.

“Dynamite Idea are extremely pleased to have concluded this transaction. Separately the two companies have enjoyed great success and together we represent a hugely compelling package of gaming titles allied to a sophisticated platform. As soon as we began discussions with Boss it was clear that there was a meeting of minds, all the people we know at Boss share the same enthusiastic ambitions for the joint companies moving forward“, says Simon Caddy, Founder and CEO of Dynamite Idea.

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***Boss Media AB (publ)** is one of the world's leading independent and total suppliers of systems for digitally distributed gaming entertainment. Boss Media develops gaming system solutions for such distribution channels as personal computers/Internet, interactive gaming terminals and digital TV. Licensees are offered a customized gaming system, an integrated payment system and operator-related services. The Boss Media-share is listed on the OMX Nordic Exchange list (Small Cap/IT). More information about Boss Media is available at www.bossmedia.com.*

***Dynamite Idea** was formed in 1995. Dynamite Idea are the leading UK and European developer and supplier of unique, innovative online interactive betting games, based on revenues, number of clients, blue-chip clients, games live and games soon to be live. The years of investment and depth of experience means Dynamite have hundreds of live games being delivered to numerous locations, including websites, TV channels and all major mobile platforms, the games can be translated into 25 languages to broaden our clients reach and to boost revenues. Dynamite knows the formula for successful games, why games are successful and understands the requirements of the different platforms.*

The product range is successfully used by a wide range of UK and European blue-chip clients, we have developed strong relationships with; Ladbrokes; William Hill; Bwin; Blue Square; SkyBet TV; SkyBet Internet; Victor Chandler; Totesport; Bet24; Bet Fred; Bet Direct; Vernon's and many more. More information about Dynamite Idea is available at www.dynamiteidea.com