

For Immediate Release
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Nordic Gaming Group teams up with Income Access to conquer affiliate market

Nordic Gaming Group Ltd., one of Europe's fastest growing online gaming companies, proudly announces that it has chosen the award-winning Income Access affiliate marketing software to power its soon-to-be-launched affiliate programs.

NGG is on the cusp of firing off an aggressive campaign to attract affiliate partners to all three of its brands, NordicBet, Triobet and Tobet.

Through its cooperation with Income Access, NGG will have the industry's most advanced tracking and campaign management system, while affiliates promoting NordicBet, Triobet and Tobet gaming services will have the advantages of in-depth tracking reports and an array of enhanced marketing tools.

"We went with Income Access because it's easily the best in the industry. We're sure that their system, combined with the top-notch program we've put together, will pull in a huge number of partners and put us right at the head of the affiliate pack," said Shaun O'Neill, NGG's Affiliate Manager.

"This software agreement between Income Access and NGG gives gaming affiliates a great opportunity to boost their earning potential," said Nicky Senyard, CEO of Income Access. "The chance to promote a network of sites that cater to a variety of language markets means that affiliates will be able to diversify their player-base and revenue stream."

Nordic Gaming Group

Nordic Gaming Group Ltd. has been expanding rapidly in Europe since its founding in 2002. All three of its brands, NordicBet, Triobet and Tobet, offer a competitive gaming and betting service that attracts customers from all over the world, but their main focus is on European sports, including a wide range of local sports in their target countries.

The NordicBet brand focuses on Denmark, Norway, Sweden and Finland. Triobet is NGG's Baltic brand, covering Estonia, Latvia and Lithuania. Tobet, meanwhile, is geared toward the lucrative Polish, Hungarian and Romanian markets.

Income Access

Working closely with its partners to help them succeed in the igaming space, Income Access has been helping both operators and affiliates leverage affiliate marketing since 2002. Offering a blend of four types of services, Income Access provides affiliate marketing solutions tailored to the unique needs of its partners: (1) an affiliate network of over 18,000 gaming affiliates, (2) affiliate management services, (3) white label affiliate marketing software, and (4) an SEM agency specifically for the igaming industry. Partnering with over 60 operators since its inception, Income Access works with some of the most trusted names in online gaming..

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