

# Nedplay Acquired by 32Red Online Casino



Released on: January 23, 2010, 3:00 am

Author: Aaron O'Sullivan

Industry: [Entertainment](#)

*The award-winning 32Red Online Casino expands through the acquisition of Nedplay, absorbing the player base and processing outstanding player payments.*

32Red is today pleased to announce that Nedplay casino becomes part of the award-winning gaming operator's group of casinos. The acquisition of the Nedplay casino, including the player database, Internet domains and Intellectual Property by 32Red, means that players at the Nedplay casino now enjoy the same high level of service and support, and exciting promotions as players at the Company's other two casinos, 32Red and Dash.

CEO of 32Red, Ed Ware, commented:

"We are pleased to have the [Nedplay Casino](#) join our group and look forward to delivering the same high standards we apply across our existing operations to the Nedplay Casino".

The acquisition comes after the flagship casino, 32Red, following six years of successive [Best Casino](#) awards, is named Casino of the Decade by industry watchdog and player advocacy site, Casinomeister. Ware added:

"Nedplay players join 32Red at a time when our efforts over the past 7 years have accumulated in our receiving the first ever Casino of the Decade accolade. They can now look forward to the same award-

winning service and [online casino](#) experience 32Red regulars have enjoyed since the casino's launch in 2002."

The Nedplay brand continues for the time being with 32Red due to assess future plans over the coming weeks. Players with approved pending withdrawals that are outstanding should expect payment from 32Red shortly. Likewise any outstanding Affiliate Partner payments will be settled in the short-term.

32Red Plc – listed on the AIM of the London Stock Exchange (Ticker: TTR) – recently announced a positive end to trading in H2 2009, with gaming revenue up 19% on the first half of the same year and a 23% increase in player recruitment numbers from 2008. The addition of Nedplay will strengthen the company's presence in the gaming sector for 2010 and is further positive news following the upbeat trading update.

### **About**

### **32Red:**

32Red is the six times winner of the Best Casino award and holder of the Casino of the Decade title from industry watchdog and player advocacy site, Casinomeister. 32Red is renowned for providing industry-leading levels of support to players and for its 350 casino games, including over 250 online slots, online roulette and more. Over 80% of 32Red's players are from the UK and 32Red is licensed and regulated by the Government of Gibraltar. The Company operates 32Red Casino, 32Red Poker, 32Red Mobile, 32Red Affiliates, 32Red Bet and DashCasino.com. 32Red Casino is committed to responsible gambling and ensures the company adheres fully to UK law. 32Red Plc listed on the London Stock Exchange in September 2005.

### **Contact information:**

Aaron O'Sullivan  
PR Dept.  
32Red Plc  
a: Suites 9/11 Eurotowers 2, Gibraltar  
t: 00350 200 49357  
w: <http://www.32Red.com>

~~~~~

Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)