

FOR IMMEDIATE RELEASE

### **Aspire Global announces new partnership with CasinoLuck**

%%date%% - Leading igaming solutions provider Aspire Global has announced a new partnership with online gaming site CasinoLuck that will see the brand benefit from Aspire Global's fully managed solution and access to additional markets under the innovator's various licences.

Aspire Global's comprehensive solution includes multilingual CRM, payments and risk, customer support services, VIP management and a variety of 3<sup>rd</sup> party games providers, which will enable CasinoLuck to upgrade its intensive outsourced approach and focus more on acquisition.

CasinoLuck will also be able to expand into new markets thanks to Aspire Global's 6 licences, which will allow access into regulated countries such as the UK, Denmark, Belgium and Italy, as well as .com markets.

Aspire Global CEO Tsachi Maimon is pleased with the new partnership: "We are proud that yet another operator has recognised the efforts of our hard work and dedication to providing a complete and high-performing solution. CasinoLuck will be provided with smooth player transfer and our bonus system will preserve player bonuses and the VIP program, which we know are hugely important for our partners in segmentation and maximising retention."

CasinoLuck CEO %%name%% remarks on the reasoning behind the decision: "Aspire Global was the obvious choice for us thanks to their complete solution and exceptional platform stability. They're a respected name in igaming and we're confident we'll see increased retention as a result."

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#### **About Aspire Global:**

Founded in 2005, Aspire Global offers a comprehensive igaming solution for operators and white labels, including a complete suite of services for casino and sportsbook, multilingual CRM, payments and risk, support call centre, VIP management, acquisition optimisation and a robust, market-leading platform. Aspire Global also holds licences in regulated countries including the UK, Denmark, Belgium, Italy and Malta.

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