Nordic Gaming Group to Take on European Internet Gambling Affiliate Market

Contributed by Thomas Jensen
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Nordic Gaming Group Ltd., one of Europe's fastest growing online gaming companies, today announced the launch of an aggressive, new affiliate program aimed at seizing a large portion of the regional market. The launch is coupled with the introduction of sharp, high-quality affiliate websites for each of NGG's three brands: NordicBet, TrioBet and Tobet. The sites, nordicbetpartners.com, triobetpartners.com, and tobetpartners.com, present a clear overview of the program as well as a detailed introduction to the group's gaming products.

“This is a really hot program and the affiliates we've been in touch with far have been signing up like you wouldn't believe,” said Shaun O'Neill, NGG's Affiliate Manager. “To be honest, it's an easy sell since the affiliates have already been turned on by our top-notch products and services. They especially like the fact that we've got such a wide sportsbook offer and can work well in both the global and local markets.”

O'Neill is himself considered one of the program's largest assets. After four years of active work in the affiliate sector, he has developed extensive contacts and become a recognized heavyweight in the industry.

“We're lucky to have Shaun on board,” said NGG's CEO, Per Hellberg. “He knows this aspect of the industry inside and out, and understands exactly what the affiliates want. This program will be a nice complement to our already successful business and we are expecting to get a lot out of it."

NGG will showcase its new internet gambling affiliate program at the Budapest Affiliate Conference 2009 , held September 10 – 13 and they will be located at F20/22. Earlier this month NGG announced that it had chosen the award-winning Income Access affiliate marketing software to power the affiliate programs.

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.