



JACKPOTJOY PLC'S BOTE MANIA WINS BEST MARKETING CAMPAIGN OF THE YEAR AT THE 2017 EGAMING AWARDS

Judges praise creative and fresh approach of Boteman campaign

LONDON (UK) March 13, 2017 – Jackpotjoy plc (LSE:JPJ), the largest online bingo-led operator in the world, today announced that it had won a 2017 Golden Duck for Best Marketing Campaign/Online Publicity/TV Spot from eGaming Spain, for a campaign created by its Boteman brand.

The judges praised the campaign for its creativity and fresh approach, as well as its noteworthy media planning and scheduling. The campaign featured Boteman, a popular orange-haired superhero who saves everyday people from boredom with entertaining games. Boteman was the first operator to successfully launch slots in Spain in June 2015.

This was the fourth edition of the eGaming Awards, which are voted on by representatives of the Spanish online gaming industry. Jdigital, which counts most of the larger online gaming companies (national and international) among its members, hosts the eGaming Awards, where operators compete to win a coveted Golden Duck.

About Jackpotjoy plc

Jackpotjoy plc is the parent company of an online gaming group that provides entertainment to a global consumer base through its subsidiaries. Jackpotjoy plc currently offers bingo and casino games to its customers through its subsidiaries using the InterCasino (www.intercasino.com), Costa (www.costabingo.com), Vera&John (www.verajohn.com), Jackpotjoy (www.jackpotjoy.com), Starspins (www.starspins.com) and Boteman (www.boteman.es) brands. For more information about Jackpotjoy plc, please visit www.jackpotjoyplc.com.

Jackpotjoy plc controls all of the outstanding voting securities of Intertain, through which Jackpotjoy plc's operating subsidiaries are held. Intertain also has outstanding non-voting Class C exchangeable shares and 5% convertible unsecured subordinated debentures, both of which are listed on the TSX.

Investor and Media Contact:

General:

Amanda Brewer
Vice President, Corporate Communications
Jackpotjoy Group Tel: +1 416 720-8150
amanda.brewer@jackpotjoygroup.com

UK media:

Finsbury
James Leviton
Andy Parnis
Tel: +44 207 251 3801



Notes to editors

The eGaming Awards are the highest recognition in the digital gaming sector in Spain. Created in 2014, Jdigital celebrates this ceremony year after year with the objective of rewarding and giving visibility to the companies, people, and entities that have contributed to transforming and improving the sector.

Jdigital, the non-profit association that includes more than 40 entities operating in the digital gaming sector, together with its board of directors, lead the eGaming Awards to promote the industry and its impact on society. Jdigital works to advance the interests of the online gaming industry in Spain, both at the corporate level and with customers.

In Spain, online gaming is one of the fastest growing segments of ecommerce, helping boost and develop the digital economy in this country.

The eGaming Awards are a “must have” in the sector, where the best of each category aspires to win the Golden Duck!