



Jackpotjoy launches new integrated advertising campaign Paddy McGuinness to be the new face of the brand

18 September 2017 – Jackpotjoy plc (LSE:JPJ) (the “Company”), the largest online bingo-led operator in the world, announces the launch of a new advertising campaign for the Jackpotjoy brand. The campaign features British television personality, Paddy McGuinness, who will succeed Barbara Windsor as the new Jackpotjoy brand ambassador. The integrated campaign, which first aired on Thursday 14 September, will build through a series of content both on TV and online.

Irina Cornides, CEO of the Jackpotjoy division, said: “We are excited to launch such a unique TV commercial that features two iconic stars. Our innovative multi-channel advertising campaign will further cement Jackpotjoy as the UK’s favourite online bingo destination.”

“We’re elated that Paddy has joined us as the new face of the Jackpotjoy brand. His broad appeal and his fun, engaging personality resonate perfectly with our target audience. While Barbara has set the bar high with her fantastic ambassadorship, we feel Paddy is the ideal successor and will help take our brand to new heights.”

Paddy McGuinness, commenting on his new role, said: “What a thrill to be Jackpotjoy’s new royal ambassador. Bingo is in my blood. My mum used to work in the local bingo halls around Bolton and it’s a game that everyone in Britain loves.”

“To take over the crown from a legend like Barbara Windsor is a huge honour. She’s the Queen of Bingo and, as you’ll see in the adverts, it was an emotional moment for me to receive the final endorsement from the Queen.”

The Jackpotjoy division is the Company’s largest business segment accounting for 70% of group revenue. It reported a strong performance in the first half of 2017 with revenue up 16% and EBITDA up 26%. It also includes the Starspins and Botemania brands, which comprise 21% of segment revenues.

A link to the new Jackpotjoy campaign can be found by clicking [here](#)

About Jackpotjoy plc

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

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