



## SpiffX strike strategic UK distribution deal with Eclectic Media Network

SpiffX announces a strategic deal with Eclectic Media Network to gain distribution of its Sport Random Games in the UK market. The deal means that SpiffX will integrate its consumer products, Take5Live and other Sport Random Games, on Eclectic Media Networks technical platform.

-The deal with Eclectic does not only open up distribution in and access to the big and important UK market, it also gives us an collaboration with a very professional partner that has identified the enormous potential of casino-sport betting hybrid games, a segment we at SpiffX calls "Sport Random Games". We believe that this is the start of a long and lucrative cooperation with Eclectic, says Lennart Gillberg, co-founder and Director at SpiffX.

Commenting on the deal, David da Silva, CMO at Eclectic said;

-Our Fan Engagement Platform adds compelling interactive second screen experiences to live sports broadcasts so we are excited to add SpiffX's Take 5 betting app to our portfolio. The quality of SpiffX's games are superb and we look forward to this developing into a long-term strategic collaboration.

The technical integration work starts immediately and the mutual target is to have a number of Operators launched and live already during the third quarter this year.

This press release is a translation of a release made earlier today by SpiffX in Swedish. The release contains insider information that SpiffX AB is obliged to make public according to EU's market abuse regulation. The information was given by the contact person for public release on the 22nd of May 2017 at 08:30 CET.

For further information please see [www.spiffx.se](http://www.spiffx.se)

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**SpiffX operates a trading platform with an option market and a darkpool for trading in sport odds through the web site [www.spiffx.com](http://www.spiffx.com). Furthermore, SpiffX develops and provides consumer products with leverage. The operation is conducted and operated by SpiffX Malta Ltd under gaming license LGA/CL3/851/2012 issued by the Malta Gaming Authority on the 26th of April 2013. SpiffX AB is listed and publicly traded on First North in Stockholm, Sweden and G&W Fondkommission is its certified advisor.**

About Eclectic Media Network:

Eclectic Media Network is an innovation-lead technology business focused on the entertainment sector. It boasts a suite of mobile technologies which connect fans and audiences with media properties worldwide. Eclectic Media Network are experts in gaming and hold a UK gambling license which allows it to operate real-money wagering in the UK.

<http://www.eclecticmedianetwork.com/>