

UltraPlay releases a new eSports dedicated front-end at ICE London

Following the spirit of innovation, UltraPlay has announced the release of its new eSports dedicated front-end design. It will be presented for the first time during ICE London (5-7 February 2019), at **booth S1-110**.

Known for its leadership in the eSports odds and platform provision, UltraPlay enhances the user experience with its new front-end solution, so that betting brands can meet the Millennials' requirements for immersive eSports betting entertainment. The modern design of the new front-end complying with web UI/UX trends gives premium players' experience, offers easy-to-use layout, intuitive tools and functionalities for all eSports punters across the globe to enjoy this very specific gambling vertical.

ICE delegates will have the chance to discuss how eSports can grow iGaming operators' business through both UX/UI approach and the broad pre-match and live odds coverage UltraPlay has been expanding since 2014.

Mario Ovcharov, CEO at UltraPlay said: *"2018 was a fantastic year for UltraPlay, marked by various achievements in terms of product integrations and developments, new partnerships and market expansion. At ICE London we are going to present all of our hard work and dedication during the past few months – our winning products and innovative concepts designed to grow operators' business and satisfy players with unrivaled betting options. We are looking forward to meeting our partners and make new ones at booth S1-110."*

The company's award-winning product **ODDS.gg** will also be presented with its latest upgrade, including two new eSports titles, which are going to be offered for the first time on the eSports betting market by UltraPlay.

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Now, more than 25 competitive games are covered by UltraPlay's unrivaled eSports solution. One of the new titles is Madden NFL, an American football sports video game based on the National Football League (NFL). It is expected to draw huge interest amongst bettors, since it is much alike real-life American football. It features "real player motions," allowing players to push blockers to gain more yards while running and make realistic cuts up-field after the catch.

The other title will be revealed at the company's **booth S1-110** and it is also predicted to get bettors' attention, because of the game's long history, huge fan-base of more than 20 million players, and many upcoming tournaments throughout the year.

UltraPlay will also present its enhanced online casino experience, which provides a unique multi-game module, where up to four slots can be played simultaneously.

To enable clients' affiliate programs and volume grow, UltraPlay has been partnering with one of the leading affiliate platform providers – a partnership that will be also revealed at the company's booth during ICE. Operators interested in UltraPlay's products and services can get the full package of product and services, including the 5-star affiliate platform, catering the automation of the whole affiliate cycle.

Last but not least, the company has announced that a new design of the corporate website will be available at ICE London, too. UltraPlay.co has become a key channel for brand building, sales generation and news updates for all of the upcoming events the company attends throughout the year. Stay tuned for what's new and exciting on ultraplay.co soon.

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About UltraPlay:

UltraPlay is a modern technological company, founded in 2010, with the core ambition to offer an innovative approach to the online gaming industry by providing advanced betting solutions, focused on sports and eSports betting, live betting, white label, online casino and blockchain technology.

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Assembled by a team of iGaming professionals with vast experience in betting product development, operations, eSports and marketing, UltraPlay is a trusted partner for delivering superior sports software and odds products to its customers. Learn more about the company here: www.ultraplay.co

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