

## **RAY chooses Playscan for its online safe gaming tool**

**RAY chooses Playscan as the natural choice for strengthening its gaming responsibility while entering the online market.**

**– We are very delighted to offer Playscan to our customers. Our goal is to give the best possible responsibility tools for our players, and therefore Playscan is the obvious choice for us, says Janne Peräkylä, executive Director of RAY Gaming Operations**

The Finland's Slot Machine Association (RAY) is launching online Poker and Casino games autumn 2010. As a part of its social responsibility, RAY will provide customers the unique responsible gaming tool Playscan.

Playscan gives the player an accurate analysis of their gaming behaviour based on mental, cognitive and predictive data. Tool provides a safety net for the player and increases the player's awareness of their gaming, giving the operator a channel to communicate directly with the customer. Playscan is developed in cooperation with the Spelinstitutet

– We are very proud to begin our cooperation with RAY's online gaming. It shows that responsibility is not only something to talk about, it is part of the core business strategy. RAY is an excellent example of this” says Anders Hägg, acting Chairman of Playscan AB.

– Playscan is a strategically important decision for RAY as we now are entering the online market and meeting our customers in a new environment. By offering this tool, we provide our players best possibilities to control and track their own gaming. We are glad to have the opportunity to give our players this service, says Janne Peräkylä.

Playscan will be one of the key solutions of RAY's online responsible gaming tools. RAY will also be the first operator offering Playscan to online casino players.

### **For more information, contact:**

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***RAY, Finland's Slot Machine Association was established in 1938 to raise funds through gaming operations to support Finnish health and welfare organisations. RAY has an exclusive right in Finland to operate slot machines and casino table games, and to run a casino. Total revenue in 2009 was €651 million and total amount for good causes was €381 million. [www.ray.fi/inenglish](http://www.ray.fi/inenglish)***

***Playscan AB is a newly founded subsidiary to Svenska Spel and delivers unique specialised customer made solutions in the field of problem gambling and Cooperate Social Responsibility ('CRS') tools towards the international and national e-gaming market.***

*Playscan AB combines cutting edge technologies with the expert knowledge and experience of gaming behaviour, problem gambling and CSR Playscan is developed in cooperation with the Spelstitutet and the cooperation was launched back in 2007 at SvenskaSpel.se in june 2007.*