

# ANGLER | GAMING

## Angler Gaming: Angler announces launch of Lucky31

Angler subsidiary, Starfish Media, has launched its global brand, Lucky31, within the target release date of Q1 2013.

The Starfish Media CEO, Hans Dahlgren, announced the launch.

"We are all very thrilled about the launch of Lucky31 as we can use this generic brand to reach a larger customer-base and to marketing the brand to more of the players obtained from Betsson.

A great deal of work was put into this release as it also included a revamped site that simplifies navigation and puts more focus on the presentation of our selection of games. The site improvements have also been released for CasinoEstrella.

Lucky31 was "soft-launched" last week and has since undergone rigorous testing. It is now ready to accept players.

Lucky31 will be used to reach a broader audience, but initially focus its efforts in Europe.

The site is currently only available in English, but additional languages will be added shortly."

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