

11th January 2017

OtherLevels Continues to Gain Market Share in the growing US Real-Money On-line Gaming Sector.

OtherLevels Holdings Limited (ASX: OLV) ("OtherLevels") is pleased to announce that it has signed another leading US based resort and casino operator.

The US operator has both New Jersey and Native American licenced casinos and is extending their offering to on-line players who meet legal playing and state residency requirements. The emerging US real-money gaming sector is currently confined to only a handful of states, but this is expected to expand as the federal and state government regulatory settings evolve.

OtherLevels has worked with a major US based gaming vendor, to integrate the OtherLevels platform into the vendor's app based solution. OtherLevels digital marketing strategists will support and train the in-house team on releasing campaigns focused on driving increased player activity and loyalty.

OtherLevels envisages that this signing will increase the range of opportunities with the integration vendor, and together with OtherLevel's existing New Jersey based real money gaming, and US social casino clients, OtherLevels is well placed to expand further in this sector in North America.

Brendan O'Kane, the OtherLevels CEO commented, "This is another important win, as OtherLevels expands its footprint in the worldwide social and real-money gaming sectors. OtherLevels now has clients in this sector in North America, Australasia, UK and Europe. It demonstrates that OtherLevels is a leader in driving increased retention, loyalty and player engagement, and reconfirms OtherLevels deep expertise in the real-money and social gaming sector."

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About OtherLevels

OtherLevels is a leading second-generation digital marketing platform with offices in San Francisco, London, Brisbane and Melbourne. OtherLevels is at the forefront of the enterprise marketing transformation being driven by the massive shift to mobile.

The OtherLevels digital marketing platform enables marketers to engage and retain their audience across desktop, mobile web and apps.

For more information, please visit <http://otherlevels.com>

For media enquiries please contact media@otherlevels.com.