

RubyPlay partners with EveryMatrix to accelerate long term growth strategy

Latest collaboration sees slot provider's further expansion into markets across the world

Monday 4th March 2024 – RubyPlay, an innovative B2B iGaming development studio, has signed a content integration deal with prominent iGaming software provider EveryMatrix.

The partnership sees RubyPlay's comprehensive portfolio of slots, including successful titles such as *Immortal Ways Diamonds*, *Diamond Explosions 7s* and *Mayan Cache*, integrated into EveryMatrix's aggregation platform, SlotMatrix.

The integration of RubyPlay's slots will guarantee SlotMatrix operators access to the provider's full portfolio, further enhancing their offering to global players.

EveryMatrix is a leading iGaming software, content and services supplier providing online solutions for casino, sports betting, payments and affiliate management to more than 300 global tier-1 and newer brands.

This latest partnership significantly strengthens the brand and game reach of RubyPlay, with EveryMatrix operating on such a global scale. It also provides thrilling new opportunities for company growth and highlights the providers continuing successes in regulated markets.

Dr. Eyal Loz, CPO at RubyPlay, said: *"The integration of RubyPlay's slots into EveryMatrix's platform represents a mutually beneficial partnership that will undoubtedly elevate the gaming experience for players. EveryMatrix's extensive network of international brands combined with RubyPlay's diverse portfolio of high-quality slots sets the stage for an exciting journey ahead."*

"We are confident that this collaboration will open up new avenues for expansion and solidify our position as a leading provider of innovative iGaming solutions."

Amund Stensland, COO, CasinoEngine, said: *"We are pleased to welcome RubyPlay to our network of global partners, the largest content library in the iGaming industry. This collaboration signifies our commitment to delivering the most comprehensive and engaging gaming content to our operator partners and their players."*

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About Ruby Play

RubyPlay is a progressive and innovative B2B iGaming company specializing in designing and developing entertaining and engaging slot games, plus value-add tools and support for gaming operators. RubyPlay boasts a catalogue of 80+ interactive and immersive slots and also offers bespoke game development services. RubyPlay has offices in Australia, Malta and Ukraine working alongside an international team of professionals globally in hybrid remote working strategy.

For more information, visit: <https://rubyplay.com>

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[About EveryMatrix](#)

EveryMatrix delivers iGaming software, solutions, content and services for casino, sports betting, payments, and affiliate management to global Tier 1 operators as well as to newer brands. The platform is highly modular, scalable, and compliant, allowing operators to choose the optimal EveryMatrix solution and combine with third-party and in-house technology and capabilities.

EveryMatrix empowers clients to unleash bold ideas and deliver outstanding player experiences in regulated markets. The company has 900+ employees across 13 countries and serves 300+ customers worldwide, including the regulated U.S. market.

EveryMatrix is a member of the World Lottery Association and European Lotteries Association. In September 2023 it became the first iGaming supplier to receive WLA Safer Gambling Certification.

EveryMatrix is proud of its commitment to safer gambling and player protection whilst producing market leading gaming solutions.

Learn more at www.everymatrix.com

For more information, write to: media@everymatrix.com

EveryMatrix hi-res logo: [download link](#)