

PlayStar, the popular online casino brand known for its inclusive loyalty program and community-focused rewards, has announced that it will be bolstering the range of top-quality content it offers to New Jersey-based players after teaming up with Play'n GO.

Viewed as a key partnership for both parties in what has already proved to be a thriving regulated market in the U.S., under the terms of the new deal PlayStar will add titles from the highly sought-after games studio to its growing roster of 600+ games, giving players an even wider range of options. While the announcement certainly represents another step forward for PlayStar as the operator attempts to further increase its impressive NJ market share, it's also a big deal for players too as they will now have access to some of the industry's most famous and best-loved slot franchises.

Among the Play'n GO success stories that will shortly debut at PlayStar, players will soon be able to enjoy the zany, sci-fi stylings of the popular grid slot series, Reactoonz, and join intrepid explorer Rich Wilde, as he plunders the pyramids for ancient treasures in Rich Wilde and the Book of Dead with more titles coming soon.

Alongside these two fan-favorite games, players will also get their first look at the legendary Greek epic, Rise of Olympus, the dinosaur-themed Raging Rex 2 and the Roman Empire-inspired Legion Gold and more, meaning there'll be a Play'n GO title at PlayStar to suit all tastes and preferences.

Given the collaboration will see PlayStar provide an even wider variety of content to its customers and also help Play'n GO distribute releases to a new audience in New Jersey, the deal has already been hailed by operator and studio alike and both parties have said they're excited to get started.

Dan Alexander, COO at PlayStar, said: "We're very proud of the incredible popularity PlayStar has enjoyed since launching in New Jersey – and one of the key components of that success has been always ensuring that we offer the very best in casino content to our customers. "Partnering with Play'n GO will allow us to double down on this proposition in the Garden State by enabling us to provide fan-favorite titles like Reactoonz and Rich Wilde and the Book of Dead on our platform and we're sure players are going to love discovering what the studio is all about."

Magnus Olsson, Chief Commercial Officer at Play'n GO, said: "Play'n GO has long-since established itself as one of the most sought-after providers in the iGaming industry and partnering with an up-and-coming brand like PlayStar will help us significantly boost our exposure in the New Jersey market. "Our current collection of over 360 premium titles includes some of the most-played games of all time, and we'll be bringing the very best of that line-up to PlayStar over the coming weeks. We're really excited about this partnership and can't wait to hear how our titles are received by players."