

## PlayUK launches hotly anticipated Online Casino

Tuesday 15 March, 2016

[PlayUK](#), the hotly anticipated online casino, formed from a partnership with Life Investments Holdings and Nektan LTD, is now live as of March 2016!

Dubbed "Your online gaming playground", [www.PlayUK.com](#) has formed algorithms based on player data to provide a real time view of the favourite online slot and table games of the iGaming market.

PlayUK currently boast over 100 slots, blackjack and roulette tables made available from the giants of the gaming industry such as NetEnt and Nektan. Players are able to enjoy an uninterrupted service on their mobile optimised site that offers lightning quick transition between games.

The popularity of online slots and casino games has exploded since the advent of mobile gaming. Play UK aims to take advantage of this continuing boom in the UK's online gaming industry by offering mobile content that has mass appeal. The latest gaming releases take advantage of the superior graphics technology offered by today's smartphones, making even the best games playable wherever the player may be.

Alastair McInnes, Founder of [PlayUK.com](#) released a statement to press days after their release.

"With our extensive understanding of the modern day gambler, having spent years on the other side of the tables, our management have developed a player focused strategy in an effort to bring the fun element of gaming back into an industry under scrutiny. Our primary goal for PlayUK is that all players, whether new to the market or casino regulars, have a home that meets all of their gaming needs in a safe, secure and pressure-free environment across multiple platforms."

PlayUK are promoting their cross-platform, industry leading games with similarly top-tier player bonuses. Weekly promotions, giveaways, monthly new game releases and bonus money are offered year round. VIP players can expect an experience to match their status. Regular corporate tickets and boxes to high profile sports events, holiday giveaways and much more are offered for the most dedicated players.

With many years experience in the Affiliate industry, PlayUK management is offering massive commissions to win affiliate business and promote rapid growth through its PlayUK Partners program. The affiliate program can be found at [partners.PlayUK.com](#)

All online casino operators are licensed and regulated by the UK Gambling Commission. PlayUK & Nektan encourage responsible gaming and safeguards the security of its players by the use of the latest 128-bit security technology, whilst also offering a dedicated 24 hour customer support service.

To contact PlayUK for press, affiliate or other enquiries you can email [support@playuk.com](mailto:support@playuk.com)

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