

Catena Media nominated for the first ever EGR North America 'Affiliate of the Year' award

As the largest lead generation company within the United States, we are proud to see Catena Media listed as one of three companies nominated for a brand-new category, Affiliate of the Year - launching at the fourth EGR North America Awards ceremony, set to be held in Philadelphia on 26th June 2018.

International growth results have been strongly reflected in the United States, where Catena Media is currently ranked as the highest rated provider for Lead Generation in New Jersey. PlayNJ.com and Bonusseeker.com are the top two searches for 'Online Casino NJ', and multiple high traffic sites have been set in Pennsylvania ahead of the iGaming launch within the state. Our overall positioning strengthens further with expectations set high for Catena Media to be at the forefront of the upcoming Sports Betting Lead Generation business to be launched in New Jersey, Pennsylvania and multiple other states. Sites such as onlinesportsreport.com, playpicks.com, NJBetting.com and others support this movement.

Catena Media U.S. General Manager, Michael Daly, reflects on the EGR category announcement, stating;

"Being nominated for this key category within the first year that it is available at the EGR North America Awards is an honor and a true accomplishment for our team. This has been made possible thanks to the team's tireless dedication to sourcing and publishing relevant news across iGaming, Sports and Poker not only in a timely manner, but also one which attracts players who are then directed to the top tier casino operators we collaborate with. Irrespectively of whether we win or not, the nomination itself speaks volumes about Catena Media's professionalism and dedication to growing the U.S. business."

The EGR North America awards celebrate excellence in the North American online gambling industry, based on company performance within the past 12 months, including displays of innovation, exemplary performance and key indicators. The official category description and criteria for the EGR 'Affiliate of the Year' 2018 award are shown below, in their original form as listed on the EGR website.

Affiliate of the year - New for 2018

The judges will reward the affiliate that has stood out from the pack in a competitive US-facing egaming sector through innovation, traffic generation and growth, genuine ROI for operators and the ability to build strong partner relationships. This is not an award for the biggest affiliate site in the US, but scale will be a factor in determining the winner. Entrants will need to provide evidence of growth, innovation, quality and scale of traffic and differentiation.

Key criteria include:

- Differentiation and quality of offering
- Quality and scale of traffic
- Growth
- Innovation
- Strong partner relationships

For more information on the EGR awards, visit <https://egr.global/events/egr-north-america-awards-2018/>

Here's to seeing #catenamedia alongside #EGR Awards!