



## PRESS RELEASE

25<sup>th</sup> February 2015

### **Catena Media makes new acquisitions and creates one of the world's largest affiliate networks in the gaming industry.**

With the acquisition of LJFK Ltd and its Dutch/Belgian facing affiliate network, Catena Media takes another step towards becoming the major player within the gaming affiliate industry. LJFK Ltd is an online media company established in 2012 by the two founders with over 10 years experience in iGaming. The company has its headquarters in Malta and operates more than 450 sites in different countries with the Netherlands and Belgium as main markets.

As from March 1st, Catena Media will take over the operation of LJFK and form one of the largest affiliate networks in the world within the gaming industry. LJFK staff will continue to run the websites within the Catena Media organization.

Henrik Persson, Board Member, Catena Media, comments:

"By acquiring LJFK Ltd we further strengthen our position in the gaming market. Now we will reach new important markets, especially in the Netherlands and Belgium where LJFK have large market shares. We have big plans for the company's growth."

For more information, please contact:

Henrik Persson, Board Member, Catena Media  
Mobil: +34 672083055

#### **About Catena Media**

It is one of the gaming industry's largest and fastest growing lead generation companies with sites like [www.johnslots.com/sv/](http://www.johnslots.com/sv/) and [www.mrbet.com/sv/](http://www.mrbet.com/sv/). The business concept is to generate traffic to partners from a variety of online channels. The company has some 50 employees and has its headquarters in Malta. [www.catenamedia.com](http://www.catenamedia.com).