



## **Casino Hacks– the world’s first Casino Bonus & News TV!**

*New online casino affiliate combines the successes of MTV, Top Gear and Late-Night Talk Shows with casino games entertainment*

**29th April 2020 – Isle of Man (Press Release):** Online casino fans now have the perfect platform for their interests in slot machines, blackjack, baccarat and roulette. [Casino Hacks.com](https://www.casinohacks.com) is launching the world’s first TV show for online casino players.

Targeting millions of online casino fans worldwide, and having already partnered with some of the major online casino operators and casino games suppliers, Swedish-owned Casino Hacks has been created by a tight team of former gaming operators, producers, marketing & SEO experts, including former executives at MTV, Mr Green, Bethard, Raketech, Pokerstars and Metal Casino who are also passionate online casino lovers.

Casino Hacks Founder Clas Dahle n was named ‘Sweden’s Best Marketer’ in 2014 when heading up Mr Green in Sweden, and is also the former Founder and Brand Strategist behind Metal Casino. The host of the show, Jonas Lutteman, who worked in the editing rooms of MTV in London will lead the entertainment and competitions in the CASINO HACKS show as well as manage Casino Hacks’ Twitch Program.

Even before the launch, Casino Hacks has already contracted major online casino operators and casino games suppliers to partner up on the affiliate platform and sponsor the TV show. It is a perfect platform to reach casino players and high rollers in a confined online casino games channel. Only a selection of online casinos will be partnered initially, as Casino Hacks only will work with the best online casinos offering the best casino bonuses as a trade off to a new, more beneficial, business model for the partnered online casino.

**Clas Dahle n, the CEO, or ‘The Sales Guy’, as he would rather be referred to, says:**

*“Casino Hacks is here because we believe that online casino players, across the world deserve a higher standard of live entertainment. Looking for tips, hacks and great casinos and the best*

*bonuses should not be like going through the Yellow Pages! We believe this part of the casino experience should reflect all the fun and action one can expect from an online casino today.*

*"It's now my mission to market and sell this amazing website. I'll be a sales-focused CEO who will introduce our outstanding service to casino players and make sure the content is entertaining. That is my full-time job for now!"*

*"Coming from the operator side we felt it was time to do something new in the affiliate sector, creating new energy and with great design, broadcasting and all the fun entertainment that the online casino experience truly is about.*

*"The Show will reveal the latest online casino news, broadcasting casino reviews, new slots and send interviews with interesting industry people such as the best Twitchers. The daily show will naturally run fun and rewarding competitions continuously."*

Casino Hacks is set for an international launch this week in Canada and New Zealand, followed by Australia, Iceland and six other territories in 2020.

**Clas Dahle n describes their pioneering approach:**

*"Casino Hacks speaks out loud. We are the new kid on the block, and we don't give a damn about our competitors' conventional marketing or offers. Keeping our language real, trustworthy and staying true to our beliefs is something most people strive for. Few live up to it. Our members can count on us. As our brand platform describes, we are creative, honest and passionate in our communication with our members.*

***"We are Casino Hacks and we deliver winning Entertainment!"***

***Casino Hacks Launch Video Interview:*** <https://youtu.be/uigAme1pSmw>

**ENDS**

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**About Casino Hacks (<https://www.casinohacks.com/>):**

Casino Hacks is owned by White Crane Holdings Ltd and is the world's first online casino affiliate that embraces TV sent entertainment and casino lovers. Players will be able to win bonuses, cash drops, merchandise, concert tickets, travels and more. Launched in 2020, its founders have spent over 30 years working in the most successful music, gaming and tech companies in the world, including Mr Green, MTV, Metal Casino, RakeTech, Bethard and Universal Music.