

## **INTERTAIN RENEWS MEL B FOR COSTA BINGO**

### **Spice Girl and Judge of The X Factor and America's Got Talent is Back for Another Year**

TORONTO, March 23, 2015 – The Intertain Group Limited (Intertain) is pleased to announce that Mandalay Media has secured Mel B to promote Costa Bingo for another year.

Following her successful debut in 2014 on the Costa Bingo site ([www.costabingo.com](http://www.costabingo.com)) and in a popular TV campaign, Mandalay entered into an agreement with Mel B to extend her contract through 2015. The new Costa Bingo campaign is due to launch later in March and the creative is expected to feature Mel B in a beach-style theme.

“Mel B made a great impact last year,” said Christian Colton, Head of Marketing, Mandalay Media. “She was integral to our site and resonated well with our audience, especially as she became the voice of our bingo caller. We're very excited to continue working with Mel B for a second year at Costa Bingo.”

Costa Bingo is one of the UK's biggest online bingo sites and set itself apart in the UK market last year with the surprise introduction of the pop icon in its TV commercials.

“I’m very pleased we have re-signed Mel B,” added John Kennedy FitzGerald, CEO of Intertain. “She is globally recognized and resonates with our female customers, which is a key focus for Intertain. We look forward to a long and successful relationship with Mel B as the company grows in the UK and beyond.”

### **About Intertain**

Intertain is an online gaming company that provides entertainment to a global consumer base. Intertain currently offers bingo and casino to its customers using the InterCasino [www.intercasino.com](http://www.intercasino.com), Costa [www.costabingo.com](http://www.costabingo.com), Vera&John [www.verajohn.com](http://www.verajohn.com) and other brands. For more about Intertain please visit [www.intertain.com](http://www.intertain.com).

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