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PlayUp CEO Dr. Mintas joins esteemed judging panel

Industry veteran also shortlisted for Gaming Executive of the Year

LAS VEGAS, NV (September 29, 2021) – The CEO for PlayUp, Dr. Laila Mintas, has accepted an appointment to the prestigious judges panel for the Global Gaming Awards Las Vegas.

The awards, the preeminent showcase for the gaming industry, are doled out at a luncheon held in conjunction with the kickoff of the Global Gaming Expo in Las Vegas, set to take place next week. The 2021 event will mark the eight year of the awards.

The Global Gaming Awards Las Vegas recognize and reward the gaming industry's strongest performers across the previous 12 months, with a strong focus on the Americas. The awards are powered by leading B2B-gaming publications Gambling Insider and Gaming America in association with the Global Gaming Expo (G2E) and independently adjudicated by KPMG. Winners are chosen by a panel of 100 C-level industry executives, and KPMG in the Crown Dependencies independently adjudicates the entire voting process to ensure full fairness and transparency.

In addition to being named a judge for the awards, Mintas was [one of 25 leaders shortlisted](#) for the Gaming Executive of the Year Award. The list is a who's-who among the gaming industry in the United States.

Mintas said she is both honored to be on the shorts list and getting the invite to be a judge. “The Global Gaming Awards are always one of the highlights of G2E week. I’m proud to represent the PlayUp team and all of their hard work in being shortlisted for the Executive of the Year Award.

Getting the opportunity to judge the other categories is an exciting opportunity to honor all the top companies and individuals in the gaming industry.”

About PlayUp

PlayUp is a next generation entertainment and technology group that enriches the lives of people through entertaining, rewarding and responsible online betting. The company develops innovative betting technologies in-house to power brands and deliver world-class user experiences. PlayUp’s energies are focused on fulfilling the needs of dedicated and passionate users who seek a deeper connection to the games they play.

PlayUp unifies the world's favourite online betting products including Fixed Odds Sports Betting, Fixed-Odds Racing (Horses and Greyhounds), Esports and Daily Fantasy Sports (DFS) where it host Australia’s largest and indeed some of the globe’s largest prize pools in competitive peer-to-peer online betting.

The company holds online betting licenses in multiple jurisdictions and currently operates in Australia, New Zealand, India and in the U.S..