



Potawatomi Casino Hotel signs multi-year partnership with leading PAM platform, White Hat Gaming



Photo Courtesy of Potawatomi Casino Hotel

March 26, 2025 - Leading player account management (PAM) platform provider White Hat Gaming has expanded its footprint in the North America gaming market, through a multi-year partnership with Wisconsin's Potawatomi Casino Hotel – one of the largest casino operators in the Midwest.

Under the agreement, White Hat Gaming will deliver its world-class PAM platform to support mobile sports betting and Class II slot wagering for patrons located on tribal land in Milwaukee and Carter Wisconsin. This partnership underscores White Hat's commitment to providing cutting-edge, compliant gaming solutions tailored to the unique needs of tribal operators.

White Hat Gaming's pioneering platform technology – already live in multiple U.S. states and Ontario, Canada – will power Potawatomi transition into mobile wagering, enabling the tribe to deliver a seamless, best in-class player experience.

Potawatomi Casino Hotel selected the White Hat platform for its robust in-house cashier, which offers a wide range of payment options through multiple integrated gateways. The platform's real-time risk

monitoring capabilities help identify and manage potential issues instantly, while its award-winning Traveling Wallet™ technology provides multijurisdictional flexibility within a single player account. Additionally, Potawatomi recognized White Hat's early leadership in the emerging Class II mobile slots sector - a promising and potentially transformative sector for the tribal wagering industry.

White Hat's PAM platform stands as the most widely distributed independent solution in the U.S., and its latest partnership with Potawatomi Casino Hotel underscores the company's commitment to supporting the tribal gaming sector. By delivering advanced technology and operational tools, White Hat empowers tribal operators to optimize performance, enhance player experiences, and maintain long-term adaptability in a fast evolving market.

Max Wright, Founder at White Hat Gaming, said: "We remain focused on expanding our presence in North America, continuously evolving and enhancing our PAM solution to empower iGaming operators with the technology needed to elevate the player experience and drive operational efficiency.

"This collaboration further demonstrates our commitment to delivering a cutting-edge platform that combines flexibility and speed to market. We're confident that Potawatomi's mobile presence will significantly benefit from our proprietary cashier, expert compliance and regulatory support, and Traveling Wallet™ technology."

Dominic Ortiz, Chief Executive Officer of Potawatomi Casino Hotel, added: "We continually seek strategic opportunities to strengthen our market position, and our partnership with White Hat Gaming represents a key step forward as we enter a new era of mobile on premise gaming. By integrating White Hat's PAM solution, we are enhancing our digital capabilities with industry-leading expertise and providing a best in class experience for our guests."

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For more information about this release, please contact: b2b@squareintheair.com or pr@paysbig.com

About White Hat Gaming

White Hat Gaming is a state-of-the-art iGaming platform, providing a secure, scalable, and flexible solution. Our proprietary product includes a best-in-class player account management (PAM), cashier and an award-winning traveling wallet™ via a fully centralized back office. Our modular managed service offering, including customer support, payments, risk & fraud, and compliance support allows operators to outsource whilst maintaining the flexibility to bring ancillary services in-house. As an aggregator of third-party providers, White Hat Gaming provides market-leading content, including sportsbooks and over 130 leading games providers.

About Potawatomi Casino Hotel:

Potawatomi Casino Hotel is the Midwest's premier entertainment destination, offering guests the best in gaming, sports betting, dining and entertainment. The Milwaukee property features a 6,500 sq. ft. retail-betting

Sportsbook, a 14-table Poker Room, 12 restaurants, four bars, and the second largest hotel in Milwaukee with 19 floors, 500 rooms, and exquisite corner suites that oversee the city's skyline. The Carter property is set in the beautiful Northwoods of Wisconsin, featuring bingo, slots, video poker, table games, sports betting kiosks, two restaurants, including Rock & Brews (partnership with KISS rock legends Paul Stanley and Gene Simmons), a hotel and a pool. To discover more about Potawatomi Casino Hotel, call 800-paysbig (800-729-7244) or visit www.potawatomi.com.

*If you or someone you know needs information on how to deal with a gambling problem, call the Wisconsin Council on Problem Gambling's 24-hour helpline, 1-800-426-2535 or visit our website, potawatomi.com/business/responsible-gaming.