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KaFe Rocks Unveils Rebrand to Time2Play Media

KaFe Rocks rebrands to Time2Play Media as a commitment to a new era of growth and innovation

June 27, 2023 - KaFe Rocks Group, an award-winning online affiliate, has announced its full rebrand to **Time2Play Media**, doubling down on the commitment to its flagship brand, Time2Play.com, and marking a significant milestone in the company's evolution and growth trajectory.

On the rebranding initiative, Time2Play Media Non-executive Chairman Tim Tepass commented:

"This is a new chapter for the company. We have seen tremendous success from our Time2Play.com brand, and this commitment to our flagship brand will better align us with both our current and future strategic vision. Our new brand identity represents a fresh start and is indicative of the company's evolution over the years. As Time2Play Media, our focus remains on delivering exceptional value to our users, partners, and employees as we continue to build upon our legacy of excellence."

"We undertook an extensive analysis of the company's existing portfolio, values structure, and market positioning before considering this rebrand, and consequently, we are very excited to put our best foot forward as Time2Play Media, living and breathing our "Play as One" value with our incredible teams who will bring this brand to life.

We are confident that this new brand identity will help us achieve our long-term goals and reinforce our position as a leading, trusted name in the industry," continued Tepass.

The business operates a portfolio of 35+ informative websites across 10 languages, emphasising transparency and user protection at its core, through partnerships with reputable providers and by offering unbiased ranking systems for fully licenced iGaming operators on a global scale.

Time2Play Media has unveiled its updated corporate website at www.time2play.com/corporate/, which serves as the new online hub for the brand's company updates, career opportunities, and partnership prospects.

Home to some of the industry's top talent working remotely from all over the world and boasting a people-centric culture across the business, Time2Play Media offers some of the [best remote jobs within iGaming](#).

With the launch of its updated corporate website, bold new value proposition, and playful, refreshed look, Time2Play Media is poised to take the next step in its journey towards shaping the future of iGaming.

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Notes to Editors:

KaFe Rocks started 5 years ago with a mission to shed light and transparency on the online gambling industry. Since then, the company has grown into a much broader source of trusted information, providing independent reviews and rankings to the customers of online gambling and financial industries across the globe.

The company operates a portfolio of 35+ informative websites covering 10 languages. It emphasises transparency and user protection through partnerships with reputable providers and offers unbiased ranking systems. It has been featured as a trusted source of information in some of the world's biggest publications, including NBC, USA Today, GQ, Vanity Fair, and Business Insider.

Advocating responsible gambling and user safety has been a big part of the company's vision, and the team has implemented [a whole host of initiatives to transform that vision](#) into reality. Time2play Media partners with Gamban, a tool designed to overcome gambling addiction. This supports the company's user-first mentality alongside data-driven reviews and unbiased information.

The company's dedication to excellence has earned it numerous accolades, including the most recent Affiliate of the Year award at the Affiliate Grand Slam 2023 and consistent success at the EGR Power Affiliate Rankings over the years. Time2play Media has also been recognised for its people-first vision and strong corporate culture, with awards such as Employer of Choice 2021-2022 at the Employee's Voice Awards hosted by Business Leaders Malta and Employer of the Year at the EGR Operator Awards 2022.

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