



For immediate release

Entraction signs agreement with Betsson

Stockholm, Sweden (30 March 2010). Today Entraction signed an agreement with Betsson, one of Europe's leading gaming operators, to deliver poker software and access to Entraction's global poker network. Betsson's more than 290 000 active players will soon be able to play poker in Entraction's network. Betsson will offer Entraction's poker alongside its existing poker offer.

"This strengthens Betsson's total offer in our important poker markets. The agreement with Entraction is one of our measures to boost our position as a leading poker operator in Europe", says Magnus Silfverberg, CEO Betsson Malta Ltd

"We are of course pleased to have signed an agreement with Betsson and are convinced that Betsson's players will enjoy Entraction's user friendly and reliable poker network," says Peter Åström, CEO, Entraction.

For more information, please contact:

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About Entraction

Entraction is an international group within the digital gaming industry.

Entraction Holding works with general issues relating to strategy and business development, as well as the provision of financing and skills within the Group. The company continuously evaluates business opportunities that can strengthen and develop the Group.

Entraction Solutions offers complete software systems for online gaming and operates one of the largest open poker networks in the world. The company offers partners software for poker, betting, casino and bingo, as well as peripheral services, such as web design, gaming licenses, operation, payment solutions, promotional tools and 24-hour end-user support. The poker network is operated by subsidiaries in Malta that are licensed to market and conduct proprietary gaming activities and to deliver gaming services to partners in the poker network.

Entraction Holding AB is listed on First North Premier and has approx. 7 500 shareholders. The company's Certified Advisor is Remium AB. Please, visit www.entraction.com for more information.

About Betsson

Betsson AB's operations involve investing in and managing companies which provide online gaming services to end customers. Betsson AB owns Betsson Malta which operates games through partnerships and towards end customers via www.betsson.com, www.casinoeuro.com, and www.cherrycasino.com. Betsson Malta offers poker, casino, card games, lottery, bingo and games. Customers are primarily from the Nordic region and the rest of Europe. Betsson AB is listed on OMX Nasdaq Nordic Mid Cap list, (BETS).