



For immediate release

Entraction launches bingo! – First site in the network is Finnish Bingohuone.com

Solna, Sweden (20 October 2008). Now it's the grand opening of bingo in Entraction's network. Bingohuone is the first to launch with a site made especially for bingo players. Bingo complements Entraction's offer and Entraction will actively add more games to its platform going forward.

Entraction launched its bingo network at the end of last week and the first site was Bingohuone.com. Already from the first day there have been many players online, even more than at established competitors' sites, and totally more than 10 000 bingo players. There is also great activity in the local Finnish chat room, which is important as bingo is a fast growing game where interaction with other bingo players is very important. Bingohuone will use well known Finnish TV personalities as ambassadors for their site.

Bingo complements Entraction's product portfolio that already includes poker, casino and betting. The development in Entraction's poker network has been very strong this year and the company takes market share from competitors.

"Bingohuone is the first site in the bingo network, but we have already signed agreements with additional partner sites. We see a large potential in bingo, but more than anything it makes Entraction a strong provider of online gaming. The company grows strongly and we can show a very positive development in profitability. We will also intensify the work with adding more proprietary gaming products to our platform," says Peter Åström, CEO Entraction.

Entraction uses bingo software from NYX Interactive and can offer locally adapted solutions in a language of choice. The bingo client also includes popular side games as slot machines and wheel of fortune.

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About Entraction

Entraction Holding AB is an investment company within the digital entertainment industry. The company holds 100% of Entraction Solutions AB and 57% of Casablanca Gaming Group. Entraction Holding AB is listed on the First North marketplace of the OM X Nordic Stock Exchange and has approximately 8 000 shareholders. The company's Certified Advisor is Remium AB.

Entraction Solutions AB is a gaming group that offers its partners software systems for poker, sports betting and casino, access to the poker network and a range of peripheral services such as website design, gaming licenses, operation, payment systems, promotional tools and 24/7 support to players. The poker network is operated by subsidiaries on Malta that are licensed to market and conduct their own gaming activities and to deliver gaming services to partners in the poker network.

Casablanca Gaming Group AB is a gaming group targeting the consumer market. The company's subsidiary Casagaming Ltd in Malta operates the gaming sites 24hPoker.com, Martinspoker.com, Staffpoker.com, Norpoker.com and Danepoker.com. The sites are among the best known gaming sites in Scandinavia.

Please visit www.entraction.com for more information.