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PRESS RELEASE

Net Entertainment announce gaming partnership with Paddy Power Games

Net Entertainment has today announced a partnership with the Paddy Power Group which will see them provide the Irish bookmaker with a range of high quality browser and mobile gaming content that will be made available through Paddy Power's gaming portal from year end 2012.

The agreement strengthens Paddy Power's burgeoning games catalogue with games which are amongst the most advanced in the market.

Per Eriksson, President and CEO of Net Entertainment:

"We are truly delighted that Net Entertainment has been selected by Paddy Power for delivery of a wide range of best in breed gaming products from the Company's browser and Mobile gaming portfolio. Paddy Power is a major player in this industry, and I am positive that Net Entertainment's games will be well received by Paddy Power's player base. The contract with Paddy Power will further strengthen Net Entertainment's position in UK and Ireland."

Isaac Ward, Head of E-Gaming at Paddy Power said:

"We're delighted to partner with Net Entertainment, a company that has a great record in e-gaming development. The addition of the Net Entertainment content to Paddy Power Games is set to further enhance our best in class product offering and we look forward to its presence at paddypowergames.com generating positive results for both parties."

For additional information please contact;

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About Net Entertainment

Net Entertainment is a premium supplier of digitally distributed gaming systems used by some of the world's most successful online gaming operators. Net Entertainment offers a complete gaming solution comprising both a complete management platform and a full suite of high quality games. Operators are provided a customized solution that is easily integrated ensuring short time to market and a cost efficient operation. Net Entertainment is listed on Nasdaq OMX Stockholm (NET-B). More information about Net Entertainment is available at www.netent.com.

About Paddy Power

Formed in 1988, Paddy Power rapidly became a shining light in the Irish and UK betting industry. In 2004, Paddy Power unveiled the Paddy Power Games portal. Paddy Power Games currently offers 260+ online betting games, including Blackjack, Roulette, Video Poker and Jackpot slot games.