

## PRESS RELEASE

### Net Entertainment signs its very first land based gaming machine partnership with William Hill

**June 25, 2014** – Net Entertainment is very proud to announce that it has signed its very first gaming machine deal with UK bookmaker William Hill. This agreement complements the existing online partnership with William Hill and Net Entertainment games will soon be available in William Hill's licensed betting offices (LBOs). William Hill has over 2300 LBOs across the UK, which makes them one of the biggest retail players in UK.

**Björn Krantz, Chief of GMO and MD at Net Entertainment Malta Ltd, said:**  
*“This is a big step and a milestone for Net Entertainment. Net Entertainment is one of Europe’s largest suppliers of online casino games and we are very excited to have been given the trust, and confidence to extend our delivery commitment to William Hill now also covering the retail part of their business. The deal will allow Net Entertainment to maximize its distribution reach through William Hill’s major channels which includes retail, online and mobile.”*

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#### **About Net Entertainment**

*Net Entertainment is a premium supplier of online casino games used by many of the world’s most successful online casino operators. The Net Entertainment CasinoModule™ is a leading- edge gaming system which includes high-quality online casino games, powerful bonus programs and a sophisticated Back Office. CasinoModule™ creates the ultimate gaming experience for the player, while managing billions of transactions every year and gives online casino operators full control and management of their casino activities. Operators are provided with a customized casino that is easily integrated ensuring short time to market and a cost efficient operation. Net Entertainment is listed on Nasdaq OMX Stockholm (NET-B). For more information please visit [www.netent.com](http://www.netent.com).*