



For immediate release

Peter Sederowsky appointed CEO of Casablanca Gaming Group

Solna, Sweden (25 February 2008). Peter Sederowsky has been appointed CEO of Casablanca Gaming Group AB. He last held a position as CEO of Paradox Entertainment Inc.

Entraction holds 57% of the shares in Casablanca Gaming Group AB, which operates the gaming sites 24hPoker and Martinspoker via subsidiaries in Malta. Casablanca Gaming Group was formed in 2007 when the gaming site operation of the Entraction group was merged with Epicure Ventures.

Peter Sederowsky has large experience of Internet businesses and has previously been working chairman of the board of the auction sites Bidlet and QXL, the dating site Lovesearch and the contact lens site Lensway. He has a unique experience of board work in companies listed on London Stock Exchange, Frankfurter Neuer Markt, AIM as well as several companies listed on Swedish Nordic Growth Market.

"We are very pleased with having recruited Peter Sederowsky to our Group. His international experience and drive makes him a strong leader of Casablanca Gaming Group", says Börje Fors, chairman of the board of Entraction Holding AB.

Casablanca Gaming Group is an investment group targeting the operating segment of the online gaming industry and its purpose is to make use of business opportunities in the present market consolidation.

"I find the consolidation of the online poker industry and Casablanca Gaming Group's strategy to add more international brands to the Group attracting. Moreover I want to contribute to the subsidiary Casagaming's expansion in the global gaming industry", says Peter Sederowsky

For more information, please contact:

Börje Fors, Chairman of the Board, +46 708 282599

Pia Rosin, Corporate Communications Director, Entraction, +46 70 753 22 46

Peter Sederowsky, CEO Casablanca Gaming Group, +46 73 5000 502

About Entraction Holding AB

Entraction Holding AB is a Swedish-registered gaming group that develops proprietary software systems for online gaming through its subsidiaries and operates one of the world's largest poker networks. 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. The Entraction Group 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. Partners can choose between an integrated solution containing a customized mix of different products or a turnkey solution in which the partner is responsible only for marketing. Entraction Holding AB is listed on the First North marketplace of the OM X Nordic Stock Exchange and has approximately 8 500 shareholders. www.entraction.se

About Casablanca Gaming Group

Casablanca Gaming Group AB (name is in the process of being changed from Gaming Productions AB) is a gaming group targeting the operator segment. The company's subsidiary Casagaming Ltd in Malta operates the gaming sites 24hPoker, Martinspoker, Staffpoker, Norpoker and Danepoker. The sites are among the best known gaming sites in Scandinavia and offer poker, sports betting and casino. Casablanca Gaming Group AB is part owned by Entraction (57%) and by Epicure Ventures (43%). www.casablanccagaminggroup.com