



For immediate release

Entraction's subsidiary signs Letter of Intent to sell the operations in Casagaming Ltd.

Solna, Sweden (14 April 2009). Casagaming Ltd., that operates the gaming sites 24hPoker.com and Martinspoker.com, has signed a Letter of Intent to sell the operations to iGame Ltd., that operates the successful gaming site www.pokerihuone.com in Entraction's network. Entraction thereby completes the transition to focus solely on being a supplier of products and services for internet gaming.

This Letter of Intent includes that iGame Ltd acquires Casagaming Ltd's assets, i.e. domains, customer registry and brands. The valuation of the assets is €4,500,000, of which Entraction's share is €2,565,000. €285,000 of that amount is a so called earn out to be paid out on 31 July 2010, provided that certain conditions are met.

"The selling of the gaming operations is a milestone for Entraction and enables us to focus 100% on our supplier operation. In a time when many of our competitors does the opposite and start to mix the roles of operator and supplier, Entraction's focus makes us both more attractive to new partners and more transparent to investors. I am certain that iGame Ltd will continue to successfully operate the sites in our network", says Peter Åström, CEO Entraction.

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About Entraction

Entraction Holding AB is an investment company within the digital entertainment industry. The company controls the subsidiaries Entraction Solutions AB and 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 and Martinspoker.com. The sites are among the best known gaming sites in Scandinavia.

Please visit www.entraction.com for more information.