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Entraction launches European Masters of Poker

Entraction launches European Masters of Poker™ together with partners in the Entraction poker network and some of the best and most exclusive casinos in Europe. European Masters of Poker™ is a series of five live poker tournaments with start at Olympic Casino in Tallinn 20-22 February 2009 and grand finale at Casino di Venezia on Malta in September 2009. The tournaments targets all kinds of poker players with a relatively low buy-in that allows non professional players to compete for the title "European Master of Poker".

Despite the large selection of poker tournaments in Europe, only few players are able to compete when the buy-in costs thousands of euros. European Masters of Poker™ breaks the trend and targets the larger and more important segment of non professional players who want to spend time with other poker players and compete for a first prize of up to € 100,000. The buy-in for European Masters of Poker™ is € 1,100, but players in the Entraction poker network can win a seat at one of the tournaments for only € 2.

European Masters of Poker™ is owned by Entraction's Maltese subsidiary TNPT Ltd and the tournaments are organized by local licensed casinos in Estonia, Czech Republic, Spain, Cyprus and Malta, which are subject to respective country's legislation. Tournament director is Teresa Nousiainen at Pokerielämys Ltd.

"European Masters of Poker™ is a great way for partners in the Entraction poker network to both attract new players and strengthen the relationship with their existing players. The only way to guarantee a seat at the tournament is to play at a partner site in the Entraction poker network," says Daniel Eskola, acting Product Manager Entraction.

Learn more about European Masters of Poker™ at www.europeanmastersofpoker.com.

For more information, please contact:

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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, Martinspoker.com and Staffpoker.com. The sites are among the best known gaming sites in Scandinavia.

Please visit www.entraction.com for more information.