



For immediate release

Pokermambo.com promoted launch in the Entraction poker network at Nou Camp during El Classico

Solna, Sweden (15 December 2008). Pokermambo.com, a joint venture between experienced gaming operator Goalventures and the Spanish sports media company Prime Time Sport, launched on Saturday. Pokermambo.com offers poker in the world's fastest growing open poker network, Entraction, and casino and bingo from Play n' Go through a co-operation with Redbet.

Goalventures Ltd and Prime Time Sport, led and founded by Esteve Calzada, former Chief Marketing Officer of FC Barcelona, have partnered to launch Pokermambo.com.

Pokermambo.com has a strong latino profile to attract players in the fast growing Spanish and South American market. The launch of Pokermambo.com was supported by an aggressive offline campaign around the La Liga games FC Barcelona vs Real Madrid (El Classico), Sevilla vs Villarreal and Valencia vs Espanyol the past weekend. The campaign included exposure around FC Barcelona's game arena Nou Camp and in the TV broadcasts in Spanish TV channels as La Sexta.

"We are taking this project very seriously and we are proud to offer our players a high quality product provided by Entraction and Redbet. We are convinced that our aggressive marketing campaign will give Pokermambo.com a flying start. Following the success of our campaign during this weekend's La Liga games we have planned to sponsor the main sport events in Spain and Latin America thanks to the guidance of our great partner, Prime Time Sport," said Chicco Merighi, President and Founder of Goalventures Ltd.

"Pokermambo.com has great potential to become a success as the site is managed by people with a strong track record in media and gambling. The Spanish market is one of our selected target markets and we have recently established a sales office in Madrid," said Peter Åström, CEO of Entraction.

For more information, please contact:

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

Peter Åström, CEO, +46 73 600 85 01

Chicco Merighi, President Goalventures, +44 780 914 6104

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.

About Pokermambo.com.com

Pokermambo.com.com is a partnership between Goal Ventures and Prime Time Sport.

Prime Time Sport (www.ptsport.tv) is a sports management company, led and founded by Esteve Calzada (CEO), former CMO FC Barcelona and experimented executive with proven track record at sports management and at business development and international marketing in global fast moving consumer goods corporations.

Prime Time Sport develops selected strategic consultancy and business development projects with sports entities, sports rights holders, athletes and large corporations that leverage sport relationship to develop effective and unique marketing plans. Prime Time Sport client portfolio includes Spanish Tennis Federation and Davis Cup (exclusive commercial rights), Victor Valdés (FC Barcelona goalkeeper) and other leading FMCG companies.

Chicco Merighi is the President and Founder of Goalventures Ltd, a holding company based in Dublin investing in high quality projects in Sports, Media and Gambling. One of these is a successful project named Goalwin, a gambling site launched in 2008 and is already well known amongst sport fans. Chicco Merighi was also the Founder of Goal.com, the largest football website worldwide.