



For immediate release

## **Entraction integrates market leading affiliate system**

**Solna, Sweden (4 December 2008). A partnership has been established between software provider Entraction and affiliate marketing software provider Income Access. By integrating with a new sophisticated affiliate marketing platform the Income Access, Entraction's partners will be able to seamlessly leverage affiliate marketing to drive traffic to their portals.**

"Access to a market leading affiliate system makes Entraction more attractive to established gaming operators that already benefit from affiliate marketing as well as to other partners that want to capitalize on affiliates," said Peter Åström, CEO of Entraction. "The Entraction network is growing very fast, both organically and with new partners joining, and the addition of Income Access software is part of our aim to provide the best products and services to our partners."

The Income Access is completely brandable and customizable, it provides igaming operators the ability to extend their brand experience to affiliates. In a constant state of development and updated regularly, it features a variety of in-depth tracking reports and marketing tools that help operators maximize their online marketing campaigns.

"Our goal is to build upon the software experience of Entraction clients," said Nicky Senyard, CEO of Income Access. "We believe that this partnership will allow Entraction clients to capitalize on the strength of affiliate marketing in the online gaming industry."

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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, Staffpoker.com, Norpoker.com and Danepoker.com. The sites are among the best known gaming sites in Scandinavia. Please visit [www.entraction.com](http://www.entraction.com) for more information.

### ***About Income Access***

Emphasizing long-term, proactive relationships, Income Access works closely with affiliates and operators alike to help them succeed in the igaming space. A leading provider of affiliate marketing solutions, Income Access both operates an affiliate network and offers unmatched affiliate marketing software. To date, Income Access has partnered with over 17,000 affiliates and 60 operators, including a variety of Sportsbook, Casino, Poker, Bingo, Mobile, and Softgames operators.