



For immediate release

Entraction prolongs deal with Redbet

Solna, Sweden (25 September 2008). Entraction announces that it has prolonged its deal with Redbet two years. The deal includes that Entraction provides Entraction's poker platform and access to the fast growing Entraction poker network to Redbet.com. Redbet has been a partner to Entraction since 2005.

"Redbet.com is the single largest part of the Redbet Group and therefore it is extra important to work with a safe and secure supplier as Entraction. Moreover, we have seen how Entraction's poker network is the fastest growing in the industry which guarantees that there are always much action for Redbet's customers", says Jonas Sundvall, CEO Redbet.

"Redbet is one of Entraction's most successful integrated partners and we are very happy that they have chosen to sign a new two-year deal with us", says Staffan Dahl, Sales and Marketing Director, Entraction.

For more information, please contact:

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

About Entraction

Entraction Holding AB is an investment company within the digital entertainment industry. The company holds 100% of Entraction Solutions AB and 57% of 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 for more information.