

For immediate release

CORRECTION

24hPoker begins cooperation with Betdaq

Solna, Sweden (10 October 2007). 24hPoker has signed an agreement with the Irish online gaming operator Betdaq, which operates a world leading betting exchange. The agreement will see Betdaq launching a new poker product on 24hPoker's poker network. Betdaq will commence cooperation with 24hPoker in targeting and attracting new international partners to the 24hPoker network. As part of the agreement Betdaq, which is owned by Irish businessman Dermot Desmond, will receive an option to acquire 125 million B shares in 24hPoker Holding AB.

Betdaq is one of the World's leading betting exchanges which matches in excess of € 300 million in sports bets monthly and is part of the Global Betting Exchange network.

"Our agreement with Betdaq gives us strategic and financial advantages that benefit the company and its shareholders. We become affiliated with a strong partner in the gaming business and can benefit from their international connections and experience. I am convinced that this kind of strategic alliance strengthens 24hPoker's position in the international gaming market and this will add to our efforts to turn 24hPoker back in to a profitable company," says Peter Åström, CEO 24hPoker Holding AB.

The option's duration is for two years and the exercise price is set to 0.42 SEK pro share. The option agreement is under the condition that Betdaq stays in 24hPoker's network for an agreed period of time. Under certain circumstances in order to protect the strategic interest of 24hPoker, Betdaq may be compelled to convert the option at shorter notice, or the option will lapse. 24hPoker will summon a general meeting of shareholders to decide on issuing the share options.

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About 24hPoker

24hPoker Holding AB is a Swedish gaming group that develops proprietary software systems for online gaming operations through its subsidiaries 24hPoker AB and B2B Poker AB and operates one of the world's largest poker networks, 24hNetwork. 24hPoker launched online poker in 2001 and conducts gaming operations via foreign subsidiaries. The Group also sells and develops turnkey gaming platforms for players that want to conduct gaming operations under their own brand via 24hNetwork.
www.24hpoker.se