



For immediate release

## **Entraction signs with GoldBet and develops 32-card draw**

**Solna, Sweden (5 May 2008).** Entraction announces that the company has signed a deal with GoldBet Sportwetten GmbH to supply them with poker software and access to the Entraction poker network. GoldBet operates GoldWinpoker.com and will begin migration to Entraction's network during Q2 2008.

GoldWinpoker.com, currently on another poker network, will start its migration to Entraction in June. Entraction Solutions is also developing an Italian variant of 5 draw: 32-card draw.

"We are thrilled that GoldBet joins us and are proud to introduce another well established partner to our network. The 32-card draw is also a nice supplement to our broad offer of games and services," says Peter Åström, CEO of Entraction.

GoldBet is planning large scale marketing initiatives to launch the product in Entraction's poker network and to mark the launch of the new poker room, GoldWinpoker.com will be the main sponsor of the San Marino Poker Tour held on the 4th, 5th and 6th of July in the republic of San Marino."

"GoldBet is delighted to join Entraction's network, we think we have found in Entraction an ambitious and suitable partner to accommodate our future expansion plans," says Daniela Lanzolla, poker manager GoldBet.

### **For more information, please contact:**

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### ***About Entraction Holding AB***

Entraction Holding AB is a Swedish-registered gaming group that develops proprietary software systems for online gaming through its subsidiaries and operates one of the world's largest poker networks. 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.

The Entraction Group 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. Partners can choose between an integrated solution containing a customized mix of different products or a turnkey solution in which the partner is responsible only for marketing.

Entraction Holding AB is listed on the First North marketplace of the OM X Nordic Stock Exchange and has approximately 8 500 shareholders. [www.entraction.se](http://www.entraction.se)

### ***About Goldbet Sportwetten GmbH***

GoldBet Sportwetten GmbH is a young, innovative and rapidly growing online sports betting and gaming company with its Head Office located in Innsbruck, Austria. Primarily a Southern European facing Sportsbook, Goldbet also runs the GoldWin Casino and GoldWin Poker brands offering an exciting range of gaming products to internet users.

Goldbet executive management has over 10 years combined experience in European betting and gaming enterprises. With over 20000 registered customers and through its growth and continued expansion in Southern and Eastern Europe GoldBet is fast becoming a well known name in the gaming world.