



For immediate release

Devilfish Gaming plc signs with Entraction

Solna, Sweden (18 March 2008). Devilfish Gaming plc today signed a deal with Entraction which will supply Devilfish Gaming's multi-channel gaming software. Devilfish Gaming, which currently operates DevilfishPoker.com, will migrate to the new platform during the second quarter of 2008.

Devilfish Gaming takes its name from the well known poker professional David "Devilfish" Ulliott, who is active in promoting the business. Ulliott is one of Europe's best known and most recognized poker players and in 2007 had his most successful year ever on the poker tournament circuit leading to his winning the prestigious Card Player European Play of the Year award.

"We are proud to announce that Devilfish Poker joins our poker network. Devilfish is a well known brand and the site already has a large number of active players. This contract was concluded following an initial referral by Betdaq," says Peter Åström, CEO of Entraction.

Devilfish Gaming plc is quoted on the PLUS market since 5 March 2008. In conjunction with the listing, the company raised £ 1.2 million to fund the existing business, promote its expansion and to help place the Company in a stronger position to grow revenues.

"We conducted a thorough due diligence of several poker networks before deciding to join Entraction. Entraction meets our high standards regarding the gaming experience and it is important to us to conduct business with a regulated and secure poker provider," says Paul Barnes, CEO of Devilfish Gaming plc.

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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