



For immediate release

First day of trade in Entraction will be January 21st 2008

Solna, Sweden (16 January 2008). As of January 21st 24hPoker Holding AB will be listed as Entraction Holding AB on the First North marketplace of the OMX Nordic Stock Exchange. The share's short name is ENT B.

As previously announced the 24hPoker Group has separated its business in a B2B operation and a B2C operation, Casablanca Gaming Group, which is operating the gaming sites 24hPoker.com, Martinspoker.com and more. As a consequence of this the shareholders of 24hPoker Holding have decided to change the name of 24hPoker Holding AB to Entraction Holding AB to avoid confusion with the gaming site.

Please, visit our new website www.entraction.com to learn more about the company!

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