



For immediate release

Entraction supplies poker software to Chinese gaming network

Stockholm, Sweden (11 January 2011). Entraction has signed an exclusive agreement to supply poker to a new gaming network in China. The gaming network is a joint venture between a licensed gaming company in China and a European company. Entraction will develop a standalone and locally adapted version of its leading poker software which will be integrated with the Chinese gaming platform.

The customer wishes to remain anonymous at this stage, but Entraction will disclose additional information as soon as possible.

"This is a ground breaking project for Entraction as it is our first deal outside Europe. The flexibility and scalability in Entraction's poker system makes us an attractive supplier in new markets", says Peter Åström, CEO Entraction.

For more information, please contact:

Peter Åström, CEO, +46 73 600 8501

Pia Rosin, Corporate Communications Director, +46 70 753 2246

About Entraction

Entraction is an international group within the digital gaming industry.

Entraction offers complete software systems for online gaming and operates one of the largest open poker networks in the world. The company offers partners software for poker, betting, casino and bingo, as well as peripheral services, such as web design, gaming licenses, operation, payment solutions, promotional tools and 24-hour end-user support.

Entraction Holding AB is listed on First North Premier and has approx. 6.500 shareholders. The company's Certified Advisor is Remium AB. Please, visit www.entraction.com for more information.