



For immediate release

Proposal for election of new members of the board of directors of Entraction Holding AB (publ)

The board of directors of Entraction Holding AB (publ) (“Entraction”) have, for the annual general meeting 2011, today received a proposal for election of new members of the board of directors of Entraction from Entraction’s largest shareholder Eagle Ice AB, which is a wholly-owned subsidiary of International Game Technology (“IGT”).

Eagle Ice AB proposes that the members of the board of directors of Entraction shall be the following four individuals (with Robert C. Melendres as Chairman):

Robert C. Melendres, Chief Legal Officer and Corporate Secretary of IGT. Mr. Melendres has previously held various management positions at Spansion Inc., AMD, WebGain Inc. and IBM Corp. Mr. Melendres serves on the Board of Trustees of the International Association of Gaming Advisors (IAGA). He also serves on the Board of Directors of the Nevada Cancer Institute. Mr. Melendres holds a B.A. in Economics from the University of California, Los Angeles and a J.D. from Harvard Law School.

Gideon Bierer, Executive Vice President Interactive at IGT. Prior to joining IGT, Mr. Bierer held the role of Executive Vice President of International Digital Media at MTV Networks. He also served as MTVN’s Senior Vice President of International Strategy and Business development. Mr. Bierer holds a master’s degree from Oxford University, specializing in Mathematics.

Craig Churchill, Senior Vice President of International Sales of IGT. Mr. Churchill came to IGT directly from Oracle Corporation where he was the Vice President of EMEA business operations. Prior to this, he held executive roles with Sun Microsystems, Dell Computer Corporation EMEA and Silicon Graphics Inc.

Peter Åström, CEO of Entraction since 2007. Mr Åström previously held various management positions at Schibsted, Bonnier and EF Language travel. He holds a B Sc in business administration from Umeå university.

Stockholm, 28 June 2011

For more information, please contact:

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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 the company’s Certified Advisor is Remium AB. Please, visit www.entraction.com for more information.