

22 March 2010

888 Holdings Public Limited Company

Dragonfish signs agreement with bwin Italia

Dragonfish, the independent B2B division of 888 Holdings Plc, today announces the signing of an agreement with bwin Italia, a subsidiary of bwin, for the provision of a comprehensive casino offering.

The agreement signifies Dragonfish's first move into the Italian gaming market, and further demonstrates Dragonfish's ability to develop the offering in newly regulated markets.

Dragonfish will provide bwin's casino games portfolio in the Italian market, supplying a broad range of download and flash games, consisting of in-house proprietary developed games and a diverse range of third party games. The agreement will see some of the best performing casino games in the industry being offered to the Italian market, including classic slots, video slots, video poker, table games and a range of high profile branded games.

In this instance Dragonfish has developed a flexible gaming platform where the games, casino lobby and a selection of back office tools will combine with bwin's existing infrastructure, allowing the partners to manage their user interface, cashier, ePayment processing and customer support services. This flexible solution is built upon Dragonfish's high-end, renowned localisation standards and bwin will also benefit from Dragonfish's ability to customise new casino brands under the existing network.

Gabi Campos, Managing Director of Dragonfish, said: "The synergy of bwin's brand presence and our premium casino offering provides a potent combination, and is an ideal way to enter the growing Italian market. Signing an agreement with such internationally renowned operators shows the quality of the Dragonfish offering and our capability to provide the ideal platform from which to launch a casino offering in newly regulated markets."

Paolo Di Feo, General Director of bwin activities in Italy said: "We have chosen Dragonfish as our online casino technology provider so that we can ensure a premium gaming experience for our customers. We believe 888 is a top brand and Dragonfish will be able to capitalise on the experience they have and help us in offering our clients a very strong and secure entertainment line-up."

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About Dragonfish

- Dragonfish is the brand name for 888 Holdings Plc's B2B business and is a separate division within 888
- Dragonfish is a leading provider of Total Gaming Services - Games & Technology; Operations; Marketing and ePayments - with an unique heritage within one of the world's leading B2C brands, 888
- Games covered by Dragonfish include Casino, Poker, Bingo, Sports and Quickplay
- Dragonfish has unsurpassed operations and marketing knowledge in the gaming industry
- Please see www.dragonfishtech.com for further details, or contact through sales@dragonfishtech.com

About bwin

The bwin Group has over 20 million registered customers in more than 25 core markets. On a number of different platforms, the Group offers sports betting, poker, casino games, soft and skill games, as well as audio and video streams of top sporting events such as the German Soccer League. The holding company bwin Interactive Entertainment AG is listed in the ATX on the Vienna Stock Exchange (ID code BWIN, Reuters ID code BWIN.VI), and as the parent company provides various services such as software development, marketing, communications, human resources and finance for its subsidiaries and associated companies. The operational business of the bwin Group is carried out by subsidiaries and associated companies on the basis of licences (e.g. Germany, Italy and Gibraltar). Full details about the Company can be found on its investor relations website at www.bwin.org.