

3 August 2009

888 Holdings Public Limited Company (“888”)

Interim Management Statement

Q2 2009 Key Performance Indicators and Trading Update*

888, one of the world's most popular online gaming entertainment companies is pleased to provide the following trading update for the second quarter of 2009 and cumulative results for the six months ended 30 June 2009.

Highlights

- Total Operating Income at US\$61 million (Q2 2008: US\$69 million), a 7% increase compared to Q1 2009
- Total Operating Income B2C at US\$48million (Q2 2008: US\$60 million), a 7% increase compared to Q1 2009
- Total Operating Income B2B at US\$12 million (Q2 2008: US\$10 million), a 4% increase compared to Q1 2009
- Total B2C Emerging Offering Operating Income at US\$7 million (Q2 2008: US\$4 million), a 40% increase compared to Q1 2009

Commenting on today's announcement, Gigi Levy, Chief Executive Officer, said:

“We are extremely pleased to report very good sequential quarter on quarter progress in Q2 2009 both in our B2C and B2B lines of business. Trading was stronger in Casino and Emerging Offering with Poker remaining softer, in line with wider industry trends. We are particularly encouraged with increased active customer levels in both B2C Casino and Poker. We enter the seasonally quieter summer period with delivery of our strategy on track and we remain committed to investing in the business in spite of the macro-economic environment. We are confident of delivering further growth during 2009 based on additional planned B2C activities and a set of newly launched B2B partnerships which we expect to start generating revenues in the coming months.”

** All percentages in this release are calculated without rounding.*

Set out below are 888's results for Q2 and cumulative results for the first six months of the year.

Key Performance Indicators

Second quarter 2009:

Group

- Total Operating Income at US\$61 million (Q2 2008: US\$69 million), a decrease of 12% compared to Q2 2008 yet a 7% increase compared to Q1 2009
- As at 30 June 2009, 888 had 6.4 million Casino, Poker and Sport real money registered customer accounts, representing an increase of 25% since 30 June 2008

B2C

- Total B2C Operating Income at US\$48million (Q2 2008: US\$60 million), a decrease of 19% compared to Q2 2008 yet a 7% increase compared to Q1 2009
- Total B2C Casino Operating Income at US\$29 million (Q2 2008: US\$36 million), a decrease of 20% compared to Q2 2008 yet a 10% increase compared to Q1 2009
- Total B2C Poker Operating Income at US\$13 million (Q2 2008: US\$20 million), a decrease of 36% compared to Q2 2008 and a 9% decrease compared to Q1 2009
- Total B2C Emerging Offering Operating Income at US\$7 million (Q2 2008: US\$4 million) an increase of 88% compared to Q2 2008 and 40% increase compared to Q1 2009
- Number of active B2C Casino and Poker customers at 180,000, a decrease of 8% compared to Q2 2008 and 7% increase compared to Q1 2009
- Number of active B2C Casino customers at 67,000, a decrease of 10% compared to Q2 2008 and 7% increase compared to Q1 2009
- Number of active B2C Poker customers at 142,000, a decrease of 7% compared to Q2 2008 and 7% increase compared to Q1 2009
- Quarterly Total Operating Income B2C per active Casino and Poker customer was US\$232, a 19% decrease compared to Q2 2008 and 3% decrease compared to Q1 2009
- Quarterly Total Operating Income B2C per active Casino customer was US\$439, a decrease of 11% compared to Q2 2008 and an increase of 2% compared to Q1 2009
- Quarterly Total Operating Income B2C per active Poker customer was US\$88, a 32% decrease compared to Q2 2008 and 15% decrease compared to Q1 2009, based on an extensive campaign late in the quarter which brought many customers toward the end of the quarter who did not have sufficient playing time to materially contribute to revenues

B2B

- Total Operating Income B2B at US\$12 million (Q2 2008: US\$10 million), an increase of 28% compared to Q2 2008 and 4% compared to Q1 2009

Six months ended 30 June 2009

- Total Operating Income at US\$118 million (H1 2008: US\$135 million), a decline of 13% compared to H1 2008

B2C

- Total Operating Income B2C at US\$94 million (H1 2008: US\$118 million), a decrease of 21%
- Total B2C Casino Operating Income at US\$56 million (H1 2008: US\$72 million), a decrease of 23%
- Total B2C Poker Operating Income at US\$26 million (H1 2008: US\$42 million), a decrease of 37%
- Total B2C Emerging Offering Operating Income at US\$11 million (H1 2008: US\$5 million) an increase of 151%

B2B

- Total Operating Income B2B at US\$24 million (H1 2008: US\$ 17 million), an increase of 42%

Current Trading

Following encouraging growth achieved in both business segments during the second quarter of the year, trading during July has followed the historic seasonal pattern of softer trading during this time of year, which is anticipated to last until September: During the first 28 days of July average daily revenue was approximately 2 per cent higher than during the first half of the year and approximately 0.5 per cent lower than Q2.

We have a healthy B2B pipeline and are in various stages of negotiating a number of new B2B deals which are expected to have a positive impact on revenues in coming months. We expect further progress during the second half of the year especially during the fourth quarter. Given current trading, the progress of the strategic deals and the launching of new games, we expect to grow the business further during the year.

Analyst and Investor Conference Call

Gigi Levy, Chief Executive Officer and Aviad Kobrine, Chief Financial Officer, will be hosting an analyst and investor conference call at 9.30am (BST) today.

Dial-in number: +44 (0) 207138 0845
Passcode: 7577874

Replay number: +44 (0) 207806 1970
Replay passcode: 7577874#

Contacts and enquiries

888

Gigi Levi, Chief Executive Officer +350 200 49800
Aviad Kobrine, Chief Financial Officer +350 200 49800

Bell Pottinger Corporate & Financial
Ann-marie Wilkinson / Nick Lambert / Andrew Benbow +44 (0)20 7861 3232

This announcement includes statements that are, or may be deemed to be, "forward-looking statements". These statements contain the words "anticipate", "believe", "intend", "estimate", "expect" and words of similar meaning. By their nature, forward-looking statements involve risk and uncertainty since they relate to future events and circumstances. Forward-looking statements may and often do differ materially from actual results. All statements, other than statements of historical facts included in this announcement, including, without limitation, those regarding 888's financial position, business strategy, plans and objectives of management for future operations (including development plans and objectives relating to 888's products and services) are forward-looking statements that are based on current expectations. Such forward-looking statements are based on numerous assumptions regarding 888's operating performance, present and future business strategies, and the environment in which 888 will operate in the future. Any forward-looking statements in this announcement reflect 888's view with respect to future events as at the date of this announcement. Save as required by law or by the Listing Rules of the UK Listing Authority 888 expressly disclaims any obligation or undertaking, to disseminate any updates or revisions to any forward-looking statements, contained herein to reflect any change in its expectations, with regard thereto or any change in events, conditions or circumstances on which any such statement is based. Past performance cannot be relied upon as a guide to future performance.

Appendix

US\$m*	2008				2009	
	Q1	Q2	Q3	Q4	Q1	Q2
B2C TOI						
Casino	35.8	36.3	34.8	29.6	26.7	29.2
Poker	21.9	19.7	17.4	14.5	13.7	12.5
Emerging Offering	1.0	3.6	4.4	4.8	4.8	6.7
Total Operating Income B2C	58.7	59.6	56.7	49.0	45.1	48.4
B2C KPI						
TOI Casino US\$m	35.8	36.3	34.8	29.6	26.7	29.2
Active Players Casino (000)	74.3	74.0	72.5	66.9	62.1	66.5
TOI Casino per active player US\$	\$ 482	\$ 491	\$ 480	\$ 443	\$ 429	\$ 439
TOI Poker US\$m	21.9	19.7	17.4	14.5	13.7	12.5
Active Players Poker (000)	158.4	153.0	149.3	136.7	133.1	142.4
TOI Poker per active player US\$	\$ 138	\$ 129	\$ 117	\$ 106	\$ 103	\$ 88
TOI Casino & Poker US\$m	57.7	56.0	52.3	44.2	40.4	41.8
Active Players Casino & Poker (000)	199.1	195.9	193.7	176.5	167.7	179.7
TOI Casino & Poker per active player US\$	\$ 290	\$ 286	\$ 270	\$ 250	\$ 241	\$ 232
B2B TOI						
Total B2B Operating Income	7.4	9.7	11.0	10.5	11.9	12.4
Total Operating Income	66.1	69.2	67.7	59.5	57.0	60.9

*Rounded