



2 March 2016

888 Holdings Public Limited Company

('888', the 'Company')

Appointment of Chief Executive Officer

888, one of the world's most popular online gaming entertainment and solutions providers, is pleased to announce the appointment of Itai Frieberger as Chief Executive Officer of the Company with immediate effect. Itai has been Chief Operating Officer of 888 since 1 April 2011 and joined the Board on 13 May 2015.

At the same time, 888 announces that Brian Mattingley, Executive Chairman of 888 since 13 May 2015, has been appointed as Non-Executive Chairman of 888 with immediate effect.

Commenting on Itai's appointment, Brian Mattingley, Chairman of 888, said:

"We are delighted to announce the appointment of a new CEO. Itai has played a vital part in 888's success to date and has unique market insight and experience to lead the next chapter in 888's progress. Itai is admired throughout the online gaming industry and has been instrumental in the Company's development in recent years. He is therefore, without doubt, the natural choice to take 888 further forward in the rapidly growing online gaming market.

I am certain that Itai, alongside Aviad Kobrine, our CFO, and our exceptional team across the business will continue to drive 888's growth by further developing our first-class customer offering, unrivalled proprietary technology and leading back office systems. The Board is confident that this appointment reinforces our ability to continue to deliver value for all 888's stakeholders in the years to come.

On a personal note, Itai and I have worked closely together over recent years and I believe this is an excellent and exciting choice as our new CEO. I look forward to continuing our close working relationship in the years to come."

Itai Frieberger, CEO of 888, commented on his appointment:

"It's an honour to be appointed as the new CEO of 888. We have fantastic brands, first class gaming platforms and unrivalled analytics and marketing capabilities. All of this is underpinned by a dynamic, talented and expert team and together we are looking forward to building on 888's success for our customers, colleagues and shareholders.

Brian has been an integral part of the 888 team for over a decade and led 888 with distinction during a transformational period for the Company. Brian served as Chief Executive for three years and since last May's AGM as Executive Chairman. Brian has been integral to the Company's turnaround and growth including the launch of 888's operations in a number of new regulated markets. He moves on from his current position within the Company with many fantastic opportunities ahead. Furthermore, we are delighted to announce that Brian will continue to lead the Board and contribute his unique wealth of experience and understanding of 888 in his role as Chairman. I look forward to continuing to work closely together."

As previously announced, 888 will release its financial results for the year ended 31 December 2015 on 22 March 2016.

- ends -

For further information:

888 Holdings Plc

Brian Mattingley, Chairman
Itai Frieberger, Chief Executive Officer
Aviad Kobrine, Chief Financial Officer

+350 200 49 800

Hudson Sandler

Alex Brennan
Andrew Hayes
Michael Sandler

+44(0) 207 796 4133

888@hudsonsandler.com

<http://corporate.888.com/>