

888 Holdings Public Limited Company

("888" or "the Group")

888 launches in regulated Portuguese market

888, one of the world's most popular online gaming entertainment and solutions providers, is pleased to announce it has today launched [888Casino](#) in the regulated Portuguese market.

Following the Group's launch in Sweden at the beginning of the year, the Portuguese market represents the 12th jurisdiction where 888 now holds an active licence. These two licence approvals represent important further progress against 888's strategy to diversify its business across and expand in attractive regulated markets.

The launch of the 888Casino brand in Portugal will be followed by the launch of 888Poker in the market in the coming months. Poker players in Portugal will join the Group's soon to be launched European interstate poker network that will pool poker players across the Portuguese and Spanish markets. This network will increase player liquidity and therefore offer greater availability of the games and formats that our customers from across a number of regulated European markets want to play.

Itai Pazner, Chief Executive Officer of 888, said:

"This latest licence approval is another important step in 888's growth strategy which is focused on diversification and expansion across regulated markets.

The launch of the flagship 888Casino brand in Portugal provides good growth opportunities for 888 and we are also very excited about the forthcoming launch of the Group's European interstate poker network which will pool players across Spain and Portugal and deliver them a first-class poker experience on 888's new Poker 8 platform."

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Notes to Editors:

888 Holdings Public Limited Company (888) is one of the world's most popular online gaming entertainment and solutions providers. 888's mission is to supply its customers with innovative and market-leading online gaming products, above all in a safe and secure environment.

888 has been at the forefront of the online gaming industry since foundation in 1997, providing to players and B2B partners an always innovative and world-class online gaming experience. At the heart of 888's business is its proprietary gaming technology and associated platforms.

The Group is structured into two lines of business: B2C, under the 888 brands, and B2B, conducted through Dragonfish, which provides partners a leading platform through which to establish an online gaming presence and monetise their own brands.

888's consumer facing websites offer more than just online gaming. They are entertainment destinations: places where people can enjoy a truly interactive experience and be part of an online community that shares common interests. 888's strong and trusted brands are all accessible through www.888.com.

Find out more about 888 at <http://corporate.888.com/>.