

30 March 2009

888 Holdings Public Limited Company

(‘888’ or the ‘Company’)

888 signs strategic B2B partnership with the Racing Post

888, one of the world’s most popular online gaming entertainment companies, announces a strategic partnership with the Racing Post to provide the pre-eminent horse racing industry publication with white label casino and poker services.

Under the partnership, 888 will provide the Racing Post with a comprehensive online gaming operation, including its market-leading gaming and back-end software, customer support and payments processing services.

The agreement also encompasses 888’s Advanced Marketing capabilities, both on and offline, and the Company will assist the Racing Post in maximising the potential of their online database and growing their existing online gaming operations.

The Racing Post has a loyal following both in print and online. 888 believes that the combination of the Racing Post’s brand loyalty, content and status and 888’s software, operations, marketing and online gaming capabilities will yield significant mutual benefits.

The offering will launch during the second quarter of 2009.

Racing Post is the market-leading newspaper and website providing the most authoritative, accurate and comprehensive information on racing and betting. Racing Post’s international reputation is founded on vast knowledge, compiled from more than 20 years of data, which is accessible worldwide through www.racingpost.com.

Gabi Campos, MD of 888’s B2B division, commented:

“888’s unique position as a leading gaming operator offering Total Gaming Services in the B2B field is a compelling proposition, as many operators need a lot more than just good software in order to maximize their online gaming potential. This agreement continues 888’s development as a leading B2B provider and follows on the back of a number of successful partnerships established over the past year. We look forward to working with a brand of the stature of the Racing Post to maximise their potential in the online gaming field and together achieve new revenues.”

Mark Renshaw, Head of Commercial Online at the Racing Post, commented:

"This partnership is a crucial part of our overall online strategy giving customers the best content available whilst simultaneously growing revenue. We believe that 888’s online gaming expertise combined with our trusted brand and loyal customer base will create a major opportunity for both parties."

- ends -

Contacts and enquiries

888

+350 200 49 800

Gabi Campos, Senior Vice President and MD
Gigi Levy, Chief Executive Officer
Aviad Kobrine, Chief Financial Officer

Bell Pottinger Corporate & Financial
Ann-marie Wilkinson/ Nick Lambert / Andrew Benbow

+44 (0) 20 7861 3232