

11 May 2010

**888 Holdings Public Limited Company
("888")**

888 signs joint venture for French poker network

888, one of the world's most popular online gaming entertainment and solutions providers, and Microgaming, a leading online gaming B2B provider have today announced a strategic agreement to launch a joint poker network for the French market.

As part of this alliance, 888 and Microgaming will establish a Joint Venture which will develop, offer and support the shared poker product for Microgaming and Dragonfish licensees in France, as well as to 888's own B2C poker customers. Players will benefit from a shared pool of player liquidity whilst still enjoying the unique 888 experience.

Both parties are already engaged in the regulation and certification processes published by the Autorité de Régulation des Jeux En Ligne, in order to meet all regulation requirements.

Gigi Levy, CEO, 888, commented:

"This deal marks a turning point in the industry with big networks collaborating in newly regulated markets to create a shared pool of liquidity, benefiting customers and assisting in rapidly generating large poker networks in each market.

Once we have obtained the required licence and the French market is operational this represents a strategic opportunity for us. It provides us with the ideal platform to secure a meaningful market share in France which is set to become one of the key poker markets in Europe. This is an important step in the development of the industry, and marks the start of European regulated companies collaborating in the poker field to increase their competitiveness."

Roger Raatgever, CEO, Microgaming, added:

"We are delighted to be working with 888 to deliver a poker solution to the French market. We look forward to combining our wealth of experience and knowledge to bring the highest global standards to the local market.

"We are working hard to ensure quick and seamless integration of our software, and are fully committed to the French market, ensuring that we are fully compliant with all French regulatory standards"

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Contacts and enquiries

888

Gigi Levy, Chief Executive Officer
Aviad Kobrine, Chief Financial Officer

+350 200 49800
+350 200 49800

M:Communications
Ann-marie Wilkinson/Andrew Benbow

+44 (0)20 7920 2344