



10th September 2018

888 Holdings Plc

('888' or 'the Company')

888 launches sports betting in New Jersey

888 Holdings Plc, one of the world's leading online gaming and entertainment solutions providers, is delighted to announce that it has launched the 888sport brand in New Jersey. The launch marks the first time that 888 has offered sports betting to customers in the United States and paves the way for the Company to launch in additional U.S. states as future regulation allows.

888sport has been launched in New Jersey with Kambi, the Company's tier-1 sportsbook provider across global regulated markets and will offer customers a diverse selection sports markets to bet on across desktop, mobile and tablet devices. The launch complements the 888casino and 888poker brands already established in New Jersey with each product leveraging 888's powerful back-office systems, CRM and marketing capabilities to enhance the Company's return on investment. In addition, customers in the state will now be able to enjoy an unrivalled poker experience, a unique portfolio of casino games and a leading range of sports betting markets from a single login and bankroll.

As the New Jersey online gaming market continues to grow and develop, the launch of 888sport is the latest significant development for 888 in the state, and further strengthens the Company's relationship with Caesars Entertainment as it extends the scope of its partnership to now include sports betting. In recent months 888 has added approximately 200 new games to its New Jersey casino offering including, in August, the introduction of a significant new portfolio of Live Dealer casino games. In addition, in April the Company extended its unique inter-state poker network to include New Jersey, thereby enabling poker players across the three regulated U.S. states of Nevada, Delaware and New Jersey to compete with one another. To help spearhead the Company's continued expansion across the regulated U.S. online gaming market., Yaniv Sherman, 888's Senior Vice President, Head of Commercial Development, has relocated to the Company's New Jersey office from September.

Itai Frieberger, CEO of 888, commented: "The launch of 888sport.com in New Jersey is a major milestone for the Company in our ongoing expansion across the regulated U.S. online gaming market and provides 888 with a unique and truly multi-product proposition in what is currently the largest regulated U.S state.

888 has been committed to developing its position in the U.S. since launching in Nevada, the first regulated U.S. state, nearly six years ago and today we are the only operator with a presence in all three regulated U.S. states. We now have our sport, casino and poker products all operational in the U.S. and are continually developing our proposition, brands and technology to ensure that the Group remains exceptionally well positioned to capture the potentially significant future growth opportunities as new regulation allows."

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About 888 Holdings Plc:

- 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/>.