



1 November 2018

888 supports Responsible Gambling Week

888, one of the world's most popular online gaming companies and solutions providers, is pleased to announce that it is an official supporter of [Responsible Gambling Week](#), a cross industry initiative to promote responsible gambling in the United Kingdom and Ireland. The aim of the week, which runs from 1-7 November 2018, is to create conversations with customers, operators and the wider public to drive awareness of responsible gambling and the tools and support available for players.

Throughout the week, 888 will use the Responsible Gambling Week banner across its websites and brands, as a pop-up upon customer log-in and will be promoting the week across its social media channels. 888 aims to spark a conversation with customers, encouraging them to explore and understand the tools available to help them stay in control of their play.

888 is committed to the continuous improvement of its responsible gaming programme. The company is devoting significant resources to assessing and delivering enhancements to its responsible gaming tools and processes to ensure that customers enjoy online gaming entertainment in a safe and secure environment. A summary of all the tools that 888 offers customers can be found on [888responsible.com](#).

Itai Pazner, COO of 888 Holdings, commented:

"Responsibility is about doing the right thing, not just meeting regulation. That's why 888 continues to invest in cutting edge technologies that empower our players to control their gaming. It is central to 888's goal that anyone who visits our sites can do so with confidence and that those for whom our games are not intended, notably underage and vulnerable individuals, will not be drawn into the gaming environment."

- Ends -

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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/>.