



3 January 2018

888poker launches in Italy

888, one of the world's most popular online gaming companies and solutions providers, is pleased to announce that it launched **888poker**, the world's second largest poker site, in Italy on 3 January 2018. This builds on 888's successful casino and sports betting offerings already available in the Italian market and fits with the Group's strategy to expand its presence in regulated markets.

888 now offers all three of its core gaming verticals, casino, sports betting and poker, in Italy which is an increasingly important growth market for the Group.

888poker.it offers 888's unique poker assets and features and the full range of its poker variants including two highly popular formats for the brand's primarily recreational player base: SNAP Poker, a high speed, fast-fold poker game; and Poker BLAST, an eight minute, four player poker game with a prize-pool of up to €300,000.

Itai Pazner, COO of 888 Holdings, commented:

"We're delighted to bring our poker site to the Italian market, which fits with our strategy to expand 888's presence in regulated markets and strengthens our position for the forthcoming pooling of players across selected European markets. Following the success of our sports betting and casino products in the market, it was a natural step to offer our poker brand to our Italian customers so they can enjoy all three products, seamlessly and in one place."

888poker.it launched on 3 January 2018 with a new advertising campaign. Featuring the tag line "**Il Gioco inizia adesso! (Let the games begin!)**", the campaign will appear on Italy's leading television channels and across a range of print publications.

- 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/>.