

27 March 2012

**888 Holdings Public Limited Company
("888" or "the Group")**

Appointment of Chief Executive Officer

888, one of the world's most popular online gaming entertainment and solutions providers, is pleased to announce the appointment of Brian Mattingley as Chief Executive Officer with immediate effect.

Brian has been Deputy Chairman of 888 since March 2006, and was appointed to the Board in August 2005.

He was previously Chief Executive of Gala Regional Developments Limited until 2005. From 1997 to 2003 he was Group Finance and Strategy Director of Gala Group Plc, prior to which he was Chief Executive of Ritz Bingo Limited. He has also held senior executive positions within Kingfisher Plc and Dee Corporation Plc.

Brian will relinquish his positions as Deputy Chairman and Senior Independent Non-executive Director. The Board is actively seeking a new board member to fulfil these roles.

Richard Kilsby, Chairman of the Board of 888, commented:

"We are delighted that Brian has agreed to take the Chief Executive Officer position on a permanent basis. Brian has been a member of the 888 Board since the IPO and has an excellent knowledge of both the business and the wider industry.

The exceptional results reported today are a testament to Brian and his team, and the renewed focus on core competencies that he has instilled throughout the business. 888 is in an excellent position and, as the industry moves towards a greater emphasis on regulation, notably in the United States, his experience will enable 888 to capitalise on the opportunities ahead."

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