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Dragonfish

Dragonfish announces poker and casino services have gone live on Racing Post website

Dragonfish, the independent B2B division of 888 Holdings Plc, announces that white label online casino and poker services are now live on the website of the Racing Post, the pre-eminent horse racing industry publication.

Dragonfish has delivered its market leading B2B solutions to the Racing Post in a matter of weeks, which has delivered considerable speed to market for Dragonfish's client and has maximised its revenue opportunities.

This website's casino and poker lobby has been specifically designed for, and to meet, Racing Post's needs. It has been incorporated into a website optimised for a high search engine ranking, demonstrating Dragonfish's advanced marketing capabilities. Dragonfish has also provided a full cashier and ePayments system linked to its market leading back office infrastructure, and enabled a single wallet application across both casino and poker enabling each Racing Post customer to make a seamless transition thus extending lifetime customer value.

Today's announcement proves Dragonfish's ability to deliver when and where it counts, both on time and demonstrating product excellence. This service also includes integration into affiliate systems with a base of over 60,000 affiliates.

Dragonfish now plan to provide even more pervasive integration of back office systems enabling the Racing Post to benefit from its full business analytical capabilities for all registrations to Racing Post's website. This will maximise the conversion of website visits into actual gaming transactions.

Gabi Campos, Managing Director, of Dragonfish commented:

"The combination of Dragonfish's outstanding marketing, design and technology integration teams has delivered this service to the Racing Post in a matter of weeks. Dragonfish has the ability to deliver best-in-class poker and casino games, plus casino games in poker, to its clients including a unique combination of jackpot branded games. We look forward to announcing more deals with blue-chip clients and demonstrating our efficiency in delivering a world-class service."

Mark Renshaw, Head of Commercial Online at the Racing Post commented:

"The team at Dragonfish implemented our gaming product with speed and professionalism. We are confident that their marketing expertise and market leading products will help to provide a compelling proposition for our betting focused customer base."

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About Dragonfish

- Dragonfish is the brand name for 888 Holdings Plc's B2B business and is a separate division within 888
- Dragonfish is a leading provider of Total Gaming Services – Games & Technology; Operations; Marketing and ePayments – with an unique heritage within one of the world's leading B2C brands, 888
- Games covered by Dragonfish include Casino, Poker, Bingo, Sports and Quickplay
- Dragonfish has unsurpassed operations and marketing knowledge in the gaming industry
- Please see www.dragonfishtech.com for further details, or contact through sales@dragonfishtech.com