

23rd November 2009

Dragonfish

Dragonfish chosen to launch and support SilkBingo

[Dragonfish](#), the independent B2B division of 888 Holdings Plc, today announces that Kamay Holdings Ltd., owner of leading poker and casino sites, LuckyAcePoker (www.luckyacepoker.com), LuckyAceCasino (www.luckyacecasino.com) and SuproCasino (www.suprocasin.com) has selected Dragonfish as its bingo partner to launch SilkBingo (www.silkbingo.com). SilkBingo will join the Dragonfish bingo network, which contains more than 60 bingo brands.

Dragonfish already supplies Kamay with its poker and casino software and Total Gaming Services such as: fraud and risk management, e-Payment Services, 24/7 operations and customer support. This new partnership with Kamay is a reflection of the successful collaboration to date and Kamay's knowledge that Dragonfish has a proven bingo network model, which is fast growing and attracting a number of new brands.

Companies joining the Dragonfish network benefit from: instant liquidity, customised design, website building and hosting capabilities, 24/7 network management, CRM, ePayments, Fraud & Risk Management, chat hosting and player support.

Gabi Campos, Managing Director of Dragonfish, said:

"We have had a very successful partnership to date with Kamay Holdings Ltd. and are delighted that they have chosen us to launch SilkBingo on the Dragonfish Bingo Network. Our bingo product is rightly positioned as the leader in this market with many partners generating sufficient liquidity on the network to warrant a move towards their own standalone product, powered by Dragonfish."

Yariv Ron, CEO of Kamay Holdings Ltd, said:

"We are excited to add SilkBingo to our existing casino and poker offering. As the latest addition to our online gaming portfolio, we are positive that the launch of SilkBingo as part of the Dragonfish Bingo Network along with our marketing experience and expertise will have a significant contribution to our continued successful partnership with Dragonfish."

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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