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### Dragonfish continues strong growth in Q4 2009

Dragonfish ([www.dragonfishtech.com](http://www.dragonfishtech.com)), the independent B2B division of 888 Holdings Plc, continues to demonstrate impressive growth, with Total Operating Income for the fourth quarter at US\$14 million (Q4 2008: US\$10.5 million), an increase of 36% on Q4 2008 and a 13% increase compared to Q3 2009.

The twelve months ended 31 December 2009 showed a 33% increase in Total Operating Income to US\$51 million (2008: US\$39 million).

The financial growth has been mirrored by operational success. A number of deals have been signed over the past quarter demonstrating a strong breadth of client base and the success of the Total Gaming Services proposition. Deals signed in the last quarter include new clients (Lex), extensions from existing agreements (Kamay) and, with the new payment processing agreement (Linden Lab), a move into a new business sector altogether.

The agreement with Linden Lab, the world's leading virtual world technology company and creator of Second Life, has marked the evolution of Dragonfish's 'Total Payment Services' offering. Dragonfish can offer payment processing, fraud and risk management and customer service and support to clients. This collaboration represented an extension of Dragonfish's offering beyond the gaming industry into the wider retail environment.

The agreement with Lex Online Entertainment Ltd., a subsidiary of Centric Multimedia SA, for the provision of online casino and poker, with the Lex brands aimed at territories in the South and Eastern European market, demonstrates Dragonfish's ability to identify and develop products for new growth markets. The games, client infrastructure, ePayments and communication tools have been fully customised for this growth market.

Dragonfish's proven ability to work successfully with partners in growing their online offering saw Kamay Holdings Ltd choose to launch a new product offering with Dragonfish. Kamay, owner of leading poker and casino sites LuckyAcePoker, LuckyAce Casino and SuproCasino, selected Dragonfish as its bingo partner to launch Silk Bingo on the Dragonfish bingo network.

This was the tenth new brand launched on the network in 2009 emphasising the strong growth and popularity of the Dragonfish Bingo network, where clients benefit from instant liquidity and a fully managed solution including back office, CRM and chat hosting facilities.

The progress in game development and integration continues apace with 17 new Quickplay 'instant' games launched on the bingo network, comprising of 14 video slot games, two scratch cards and one roulette offering launched over the last quarter.

Dragonfish continues to work on a number of new developments across all offerings for the benefit of clients and to ensure that the Dragonfish proposition remains compelling for those companies either aiming to monetise their existing online database, brand loyalty and media assets or looking to enhance their existing online operations.

Gabi Campos, Managing Director of Dragonfish, said:

“The Total Gaming Services proposition is continuing to attract high calibre clients looking to take advantage of the broad range of services on offer, be it the pure 360 degree white label offering or tailored products and services that fit with their incumbent structure.

The strength of the offer has helped us to continue our impressive growth and make a significant contribution to 888’s profits. With a number of agreements in the pipeline, we remain well placed for further growth in 2010.”

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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](http://www.dragonfishtech.com) for further details, or contact through [sales@dragonfishtech.com](mailto:sales@dragonfishtech.com)