



20 July 2009

Dragonfish

Dragonfish launches poker and casino in the Balkans

Dragonfish, the independent B2B division of 888 Holdings Plc, today announces an agreement with Loper Gate Ltd to launch poker and casino in the Balkans.

Powered by Dragonfish's Total Gaming Solutions, providing comprehensive poker and casino software and customer relationship management (CRM) tools, the brands will launch as play848.com, casino848.com and poker 848.com.

Loper Gate Ltd will control the marketing of the brands and is planning a €1.5m launch campaign across broadcast, online, outdoor media and public relations.

Loper Gate Ltd, based in Cyprus, has significant Balkan market experience in its core area of advertising and media. In a short space of time, Loper Gate Ltd has secured strategic partnerships with major advertising agencies and media houses in Greece, Cyprus and Serbia and continues to penetrate the advertising market through the development of state-of-the-art technologies and collaboration with established media partners.

This local market expertise, coupled with Dragonfish's attractive tranche of games and market-leading technology and CRM, forms a powerful combination and provides a very strong platform from which to enter the growing Balkan market.

Gabi Campos, Managing Director of Dragonfish, said:

"Loper Gate is fast becoming a powerful media player in the Balkans market and has the marketing strength to ensure play848.com becomes a leading online gaming destination. We are delighted that Loper Gate has chosen Dragonfish as it illustrates not only our software expertise but our ability to tailor the product to local markets and deliver a quick turnaround."

Helen G. Parouti, Director of Loper Gate Ltd, commented:

"We would like to thank the Dragonfish team for the perfect cooperation we had during the creation of Play848.com. Within very limited timeframes they delivered us a flawlessly designed platform for casino848.com and poker848. We are very impressed by their professionalism and expertise, which was displayed by their immediate response to any observation or correction we asked. We believe we made the best choice in this cooperation as their experience in this area will establish casino848.com and poker848.com in the first places of the Balkan market."

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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