

13 April 2010

## 888 Holdings Plc

### Dragonfish signs long-term extension of Cashcade agreement

[Dragonfish](#), the independent B2B division of 888 Holdings Plc, has signed an extension to its existing agreement with Cashcade.

Under the terms of the agreement, which will run for an additional period of up to two years until May 2014, Dragonfish will provide Cashcade Group brands with a bingo solution including full technology services, back office and platform integration. ePayment solutions will also be provided for specific countries.

Cashcade owns some of the biggest brands in the rapidly growing UK bingo market, including Foxy Bingo, Cheeky Bingo and Think Bingo. These standalone networks, along with Little Big Bingo, Bingo Scotland and Foxy Zero, are powered by Dragonfish bingo software. ITV Bingo is the most recent addition to the Cashcade portfolio.

Dragonfish also power a number of Cashcade skins on the Dragonfish bingo network, such as GetMintedbingo.com and bananabingo.co.uk.

Gabi Campos, Managing Director of Dragonfish, said:

“Our partnership with Cashcade has been enormously successful, and we have enjoyed seeing their brands such as Foxy Bingo, Cheeky Bingo and Think Bingo become the most identifiable and popular in the online bingo arena. I am delighted that they have chosen to extend the length of the contract, and we look forward to seeing their brands achieve further growth. Major standalone networks require software with sufficient flexibility to allow a variety of marketing campaigns that can be integrated into the back office, and Dragonfish can provide this.”

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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)