

14 July 2011

**888 Holdings Public Limited Company
(‘888’)**

Notice of Q2 2011 Key Performance Indicators

Analyst and Investor Conference Call – 21 July 10:30am

888, one of the world's most popular online gaming entertainment and solutions providers, will announce its Key Performance Indicators for the second quarter of 2011 on Thursday 21st July 2011.

Brian Mattingley, Deputy Chairman, and Aviad Kobrine, Chief Financial Officer, will be hosting an analyst and investor conference call at 10:30am (BST) on the day.

In order to ensure access to the call, attendees should please confirm their attendance in advance by emailing Andrew Benbow: benbow@mcomgroup.com.

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