

10 March 2011

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

Statement re: Nevada Gaming Commission application related to gaming outside the state of Nevada

On 11 September 2009, Dragonfish, the Company's independent B2B division, announced a long-term agreement with Caesars Interactive Entertainment, Inc. (‘CIE,’ formerly known as Harrah's Interactive Entertainment, Inc.), a subsidiary of Caesars Entertainment Corporation. (‘Caesars,’ formerly known as Harrah's Entertainment, Inc.), to provide services to support the UK launch and roll-out of CIE's World Series of Poker and Caesars Casino brands.

Caesars, which is registered with the Nevada Gaming Commission (‘NGC’), submitted to the NGC and the Nevada State Gaming Control Board (‘GCB’) an application for a finding of suitability concerning CIE's supplier relationship with Dragonfish (the ‘Application’). The Application relates to state law in Nevada that covers Nevada gaming companies conducting gaming outside the state of Nevada.

On 9 March 2011, the GCB considered the Application and recommended to the NGC that the requested finding of suitability be granted to CIE regarding its commercial relationship with Dragonfish.

The NGC will consider the Application on 24 March 2011.

The Company will update the market as appropriate.

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