



For immediate release

Entraction Holding AB modifies its business idea

Solna, Sweden (7 May 2008). The Entraction Group has gone through major changes since the summer of 2007 and as a consequence hereof and to further clarify the Group's different offers the Group has been divided into three areas with different business models.

The Group is divided into three areas:

Entraction Solutions that offers a complete portfolio of gaming softwares and services to companies.

Casablanca Gaming Group that is targeting the consumer market.

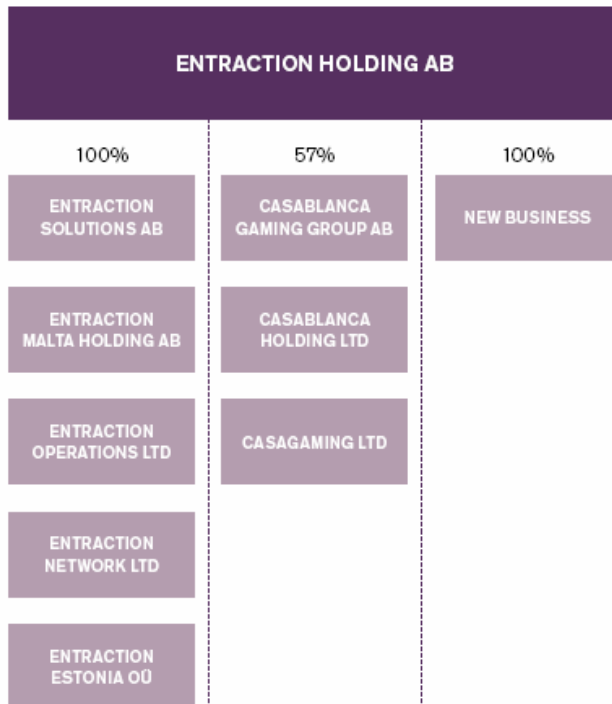
New Business that is the Group's initiative for investing in future growth companies within the digital entertainment industry.

The Board of Directors of Entraction Holding AB has therefore decided to change the company's business idea to:

Entraction Holding shall generate, over time, the highest possible return through an active and professional ownership in companies within the digital entertainment industry. Entraction Holding contributes through its knowledge, experience and network to a unique opportunity for investors to achieve the whole value potential in the holdings.

"I can ascertain that our Group of companies today is different from what it was in August 2007 when I joined as CEO. As the Group's different companies focus on their own areas of expertise and follow their different business models we have achieved a clear market position for increased profitability, growth, a possible higher valuation, and risk diversification for our shareholders," says Peter Åström, CEO Entraction Holding AB.

Operational organization:





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About Entraction

Entraction Holding AB is an investment company within the digital entertainment industry. The company holds 100% of Entraction Solutions AB and 57% of Casablanca Gaming Group. Entraction Holding AB is listed on the First North marketplace of the OM X Nordic Stock Exchange and has approximately 8 500 shareholders. The company's Certified Advisor is Remium AB.

Entraction Solutions AB is a gaming group that offers its partners software systems for poker, sports betting and casino, access to the poker network and a range of peripheral services such as website design, gaming licenses, operation, payment systems, promotional tools and 24/7 support to players. The poker network is operated by subsidiaries on Malta that are licensed to market and conduct their own gaming activities and to deliver gaming services to partners in the poker network.

Casablanca Gaming Group AB is a gaming group targeting the consumer market. The company's subsidiary Casagaming Ltd in Malta operates the gaming sites 24hPoker.com, Martinspoker.com, Staffpoker.com, Norpoker.com and Danepoker.com. The sites are among the best known gaming sites in Scandinavia.

Please visit www.entraction.com for more information.