



For immediate release

Bet1128.com joins Entraction's poker network

Solna, Sweden (21 July 2008). Entraction announces that it has signed a deal with yet another established poker operator, **Bet1128**, to supply them with poker software and access to the Entraction poker network. **Bet1128 is a successful poker site focusing on the Italian market, and will start the migration to Entraction in August.**

Bet1128.com's players appreciate the Italian poker "32-card draw", which guarantees good action when Entraction launches its 32-card draw in the autumn.

"Bet1128 is yet another successful poker operator that chooses to migrate from another network to the Entraction poker platform. Bet1128 will, together with our other new partners, add on to the strong organic growth in our poker network," says Peter Åström, CEO of Entraction.

"Bet1128 is strongly committed to improve its gaming offer with a selection of state of the art products. After a thorough investigation of the poker platform arena we decided to join the Entraction network. We consider Entraction a solid and dynamic partner to rely on in order to support our development plans. We are sure that the poker games supported will meet our customer expectations in terms of gaming experience, tournament variety and security standards," says Francesco Martiradonna, Commercial Director of Bet 1128.

For more information, please contact:

Pia Rosin, Corporate Communications Director, +46 70 753 22 46

Peter Åström CEO, +46 73 600 85 01

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 8 000 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.