



For immediate release

DOXXbet launches poker in the Entraction network

Solna, Sweden (19 September 2008). Entraction announces that it has signed a deal with DOXXbet to supply them with poker software and access to the Entraction poker network for their new poker venture "DOXXpoker.com". The DOXX Group has more than 14 years' experience of the gambling market operating a chain of betting shops in Eastern Europe.

DOXX is a strong capital group active from early 90's in the entertainment, leisure and gaming industry. In 2007, DOXXbet gained a Maltese license for its international operation and successfully entered the European online market. DOXXpoker.com will be promoted in Slovakia, Russia, Poland, Romania, Hungary, the Czech Republic, Greece, Serbia and Bulgaria.

"DOXX's experience from both offline and online gambling shows good prospects for success in the growing poker market in Eastern Europe," says Peter Åström, CEO of Entraction.

"Our target markets have strong player communities and our priority will be to increase the positive awareness of poker, co-operating with several National Poker Associations starting in Slovakia and the Czech Republic. The strong knowledge about additional markets in Eastern Europe will provide excellent opportunities to promote our online sites," says Stefan Svec, Casino and Poker Senior Manager of DOXXbet Ltd.

"DOXXbet's corporate tradition combined with experience provides security and credibility guarantees to all new and existing customers." says Milan Smehyl, CEO of DOXXbet Ltd.

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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 OMX 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.

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