



FOR IMMEDIATE RELEASE

**Yet another one of Europe's largest poker operators joins Entraction.
NoiQPoker migrates to Entraction from iPoker.**

Solna, Sweden 29 December 2008. Entraction has signed an agreement with NoiQPoker, which is one of Europe's largest poker operators. NoiQPoker will use Entraction's poker software and join Entraction's poker network. The migration of NoiQPoker's players from iPoker (operated by Playtech) to Entraction will be completed in January 2009.

NoiQPoker has grown fast since the start in 2006 and is now one of Europe's largest poker operators with ten thousand active players pro month. NoiQPoker has a strong customer offering and attractive tournaments, which will contribute to continued strong growth for NoiQPoker and thereby also for Entraction's poker network.

"We made a thorough evaluation of several poker networks before we decided to go with Entraction. The survey we made showed that our players prefer Entraction to other networks as it offers a faster game and a very stabile poker client. We bring a large number of players with us from iPoker and the fact that they preferred Entraction was a decisive factor for us," says Karl Buhagiar, Operation Manager NoiQPoker.

"Entraction's poker network is the world's fastest growing open poker network and the agreement with NoiQPoker is another proof that Entraction is an attractive network to the largest operators in the industry," says Peter Åström, CEO Entraction.

For more information, please contact:

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

Peter Åström, CEO Entraction, +46 73 600 85 01

Karl Buhagiar, Operation Manager NoiQPoker, +356 99990128

About Entraction

Entraction Holding AB is an investment company within the digital entertainment industry. The company controls the subsidiaries Entraction Solutions AB and 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 and Staffpoker.com. The sites are among the best known gaming sites in Scandinavia.
Please visit www.entraction.com for more information.