

## Net Entertainment strikes partnership deal with online gaming operator Ladbrokes

**July 26, 2013** – Net Entertainment has signed a partnership agreement with one of the world’s leading betting and gaming enterprises, Ladbrokes. Under the terms of the agreement Net Entertainment will supply the operator with a selection of online desktop and mobile games.

*“We are very happy that Ladbrokes has selected Net Entertainment as supplier for a selection of our best in class portfolio games to be distributed over their online market channels. Ladbrokes is one of the most reputable operators in the UK, and we are confident that our content will be well received by Ladbroke’s player base,”* comments **Björn Krantz**, Chief of GMO and MD Net Entertainment Malta Ltd.

*“Net Entertainment’s exposure in the UK has increased significantly over the past year, which is in line with our strategic plan to build up a solid and long term business venture together with our UK partners. Ladbrokes will initially launch with a few of Net Entertainments best in class games, which will gradually grow over time. This deal will further strengthen our position in the UK, and solidifies the trust and confidence our partners have in our operational, and technology leadership,”* Krantz concludes.

*“We have made clear our pledge to work with best-of-breed suppliers and Net Entertainment certainly fits into this category,”* **Richard Poole**, Head of Product, Ladbrokes eGaming.

**For additional information please contact;**

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**About Net Entertainment**

Net Entertainment is a premium supplier of digitally distributed gaming systems used by some of the world’s most successful online gaming operators. The Net Entertainment casino is a complete gaming solution comprising both a complete management platform and a full suite

of high quality games. Operators are provided a customized casino that is easily integrated ensuring short time to market and a cost efficient operation. Net Entertainment is listed on Nasdaq OMX Stockholm (NET-B). More information about Net Entertainment is available at [www.netent.com](http://www.netent.com).

#### **About Ladbrokes plc**

Ladbrokes is one of the world's leading betting and gaming enterprises with origins dating back to 1886. It is a market leader in retail bookmaking in the UK, Ireland, Belgium and Spain where it operates a combined total of more than 2,700 betting shops. In total it employs over 14,000 people in Britain and over 15,000 in total. Ladbrokes offers thousands of betting markets on a daily basis via the Internet, mobile Internet and telephone.

Ladbrokes.com, the company's online betting and gaming facility, currently has in excess of 1,000,000 active customers. Betting is offered via 13 tailored sites in nine different languages; supporting 17 currencies.

The site offers integrated array of sports betting and gaming services available 24 hours a day, 365 days of the year. Ladbrokes is focused on building its Digital capabilities to realise its vision of becoming a fully e-enabled international betting and gaming business.

<http://www.ladbrokesplc.com>