

PRESS RELEASE

Net Entertainment signs partnership agreement with online gaming operator William Hill PLC

September 30, 2013 – Net Entertainment has signed a partnership agreement with one of the largest and most reputable online gaming operators in the world, William Hill PLC. Under the terms of the agreement Net Entertainment will supply William Hill with a selection of top desktop and mobile titles.

“We continue to follow our growth strategy in the UK market, and I am very excited that William Hill has selected Net Entertainment as supplier for a selection of our best in class casino games to be distributed over their online casino network,” comments **Björn Krantz**, Chief of GMO and MD Net Entertainment Malta Ltd. *“The agreement with William Hill solidifies the trust and confidence our partners have in our operational and technical leadership. Both parties are now working very close together to secure a successful integration and planning for commercial launch and we are convinced that our games will be well received by William Hill’s player base.”*

“Net Entertainment is one of the leading suppliers of best in breed online casino content in the market today, and we are fully committed to make sure we can provide our player community with the very best experience, which now can be further realized through our agreement with Net Entertainment. The agreement will cover gaming distribution for all customer devices. William Hill are committed to be leaders in mobile development and working with proven suppliers like Net Entertainment will make our proposition even stronger,” comments **James Curwen**, Director of Gaming, William Hill.

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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.

About William Hill PLC

William Hill, The Home of Betting, is one of the world's leading betting and gaming companies, employing more than 17,000 people. Founded in 1934, it is now the UK's largest bookmaker with around 2,400 licensed betting offices that provide betting opportunities on a wide range of sporting and non-sporting events, gaming on machines and numbers-based products including lotteries. William Hill Online (www.williamhill.com) is one of Europe's leading online betting and gaming businesses, providing customers with the opportunity to access William Hill's products online, through their mobile, by telephone and by text services. William Hill US was established in June 2012 and provides land-based and mobile sports betting services in Nevada, and is the exclusive risk manager for the State of Delaware's sports lottery. The Group acquired the Sportingbet Australia business in March 2013, which is one of the leading online corporate bookmakers in Australia, offerings sports betting products online, by telephone and via mobile devices. William Hill PLC is listed on the London Stock Exchange and became part of the FTSE100 in May 2013. The Group generates revenues of over £1.2bn a year.