

PRESS RELEASE

William Hill PLC launches Net Entertainment's online casino games

October 11, 2013 – Following the announcement of partnership agreement with William Hill on September 30th, Net Entertainment now announces the commercial launch of a selection of the Company's top online mobile and desktop game titles on William Hill's online casino network. Additional games will gradually be deployed over time.

"We are thrilled to be live with William Hill. We have worked closely together to ensure this successful integration and commercial launch. This is an exciting day for William Hill's players," comments **Björn Krantz**, Chief of GMO and MD Net Entertainment Malta Ltd.

For additional information please contact;

Björn Krantz, Chief of GMO and MD Net Entertainment Malta Ltd: Phone +356 79 88 47 34
bjorn.krantz@netent.com

Elisabeth Lennhede, Communications Director, Net Entertainment: Phone +46 709 12 45 31, elisabeth.lennhede@netent.com

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.