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PRESS RELEASE

Net Entertainment enters the Italian market

Today, Monday July 18th the Italian market for online casino opened. After an extensive period of adapting to the regulatory requirements, Net Entertainment's casino games were launched with Gioco Digitale at 16.00 CET.

The Italian online casino market is today the second largest in Europe and is expected to become the largest by 2015. Net Entertainment has signed license agreements for Italy with the following operators; Gioco Digitale, Bwin.it, Microgame, Intralot, Unibet, Betclit, G.Matica and Interwetten. Together these operators represent a significant market share in Italy.

There will be a phased launch of the operators and during the first four days of operation restrictions will apply regarding hours of operation.

"I believe this is a great moment in the history of online gaming. Net Entertainment's casino is used by several of the world's most successful operators and will surely be much appreciated by the Italian players. I believe this is a great opportunity to further strengthen the Net Entertainment brand and the Italian development will contribute to our continued growth" comments Johan Öhman, Net Entertainment's CEO.

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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.