



Stockholm December 27, 2010

PRESS RELEASE

JAXX selects Net Entertainment as preferred partner

European investment company JAXX SE, with strong presence through investments in several online gaming operators has selected Net Entertainment as their casino supplier.

Under the terms of the agreement Net Entertainment will be JAXX Group's preferred casino partner of choice for both download and instant play casino games. Founded in 1998, the JAXX Group is one of the pioneers in online gaming and has through their gaming sites www.jaxx.com and www.mybet.com, established a significant presence in Europe. JAXX SE has been listed on the German Stock Exchange since 1999, and has more than one million registered players. JAXX Group's revenues for 2009 were 114,5 million Euros.

"We evaluated all major suppliers as part of the procurement process and quickly it became clear that Net Entertainment stands in a class of its own. In order for us to achieve our aggressive casino growth plans, we need to work with a serious and professional player, who understands the importance of maximizing player experience by offering portfolio excellence and stability. Together with Net Entertainment we are confident our plans will be realized, and we are very excited for the future" says Edward Mifsud, Director of P.E. I. Ltd., a Malta-based member of the JAXX Group and operator of www.mybet.com.

The JAXX Group is the latest in a suite of prominent online operators that have selected Net Entertainment as their new strategic casino partner.

"We are delighted to become JAXX's preferred casino partner of choice. We are investing heavily in our operations, and our dedication to push the limits in gaming entertainment without compromising quality stays firm. This will support JAXX's growth going forward. The brands of the JAXX Group are widely recognized around Europe, and their trust and confidence in Net Entertainment is clear proof of the significant partnership values we bring to the table" comments Johan Öhman, CEO of Net Entertainment.

"We most certainly welcome Net Entertainment as our online casino partner. Net Entertainment's Casino Module will ensure that we will offer a globally leading casino product to our fast growing customer base. Through this partnership we have once more shown real commitment to the cause. A commitment that underlines the Group's strategy of surpassing customer expectations and delivering real value and most importantly a sublime quality product", said Edward Mifsud.

For additional information please contact;

Johan Öhman, CEO Net Entertainment; Phone +46 8 57 85 45 00
johan.ohman@netent.com

or

Stefan Zenker, Head of IR & PR JAXX SE; Phone +49 4085378847
stefan.zenker@jaxx.com

or

Edward Mifsud, Director of P.E.I. Limited; Phone +356 21370785
emifsud@mybet.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.

About JAXX SE

JAXX SE, listed in the Prime Standard of Deutsche Börse, is a financial holding company with holdings in international companies in the gaming industry. JAXX currently holds interests in companies in the UK, Spain, Austria and Malta. JAXX SE has its headquarters in Kiel, Germany. The holding companies cover the entire spectrum of the games and gambling industry. Depending on national regulatory structures, they broker or market sports and horse betting, lotteries, and casino and poker games. The JAXX Group generated total revenue of EUR 114.5 million in 2009. The shares of JAXX SE have been traded at Deutsche Börse since 1999 under ISIN: DE000A0JRU67. www.jaxx-se.com