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## PRESS RELEASE

### **Sky Betting and Gaming selects Net Entertainment to provide casino games content for Skyvegas.com**

Sky Betting & Gaming, the online betting and gaming arm of the UK pay-TV broadcaster BSkyB, has selected Net Entertainment to supply gaming content to its site Skyvegas.com.

The agreement further strengthens Sky Betting and Gaming's online games portfolio and provides Skyvegas.com with a range of market-leading high quality online casino games. Sky Betting and Gaming is the latest in a suite of prominent online operators that have selected Net Entertainment as their casino partner.

John Parsonage, head of Gaming, Sky Betting and Gaming, comments:

*'Net Entertainment has a proven track record in providing the most exciting, and innovative games content in the gaming market. We are committed to offer our player base the very best gaming experience possible, and this partnership with Net Entertainment will further enhance what we offer our users.'*

Bjorn Krantz, Acting CEO, Net Entertainment, adds:

*'We are very excited to become one of Sky Betting and Gaming's casino games provider and this agreement further solidifies our position in the UK gaming market. We are confident that our focus on portfolio excellence and technology leadership, combined with our firm strategy to push the limits in gaming entertainment, will support Sky Betting and Gaming's growth. I am convinced that our games portfolio will be well received by the Skyvegas.com's users.'*

Sky Betting & Gaming offers a wide range of betting and gaming services under the SkyBet, SkyPoker, SkyVegas and SkyBingo brands. The company is licensed in Alderney and is owned by the BSkyB Group Plc.

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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 Sky Betting & Gaming*

*Sky Vegas is part of Sky Betting & Gaming, a wholly owned subsidiary of BSkyB. Sky Betting & Gaming is licenced and regulated by the Alderney Gambling Control Commission (AGCC) to offer online gambling products and services to UK customers. Sky Vegas has been operating since 2007 and replaced the original casino [skybetvegas.com](http://skybetvegas.com) which ran from 1997 to 2009. It now boasts more than 180 games, including slots games, table games, instant win games, penny arcade and community games. For more information, visit [www.skyvegas.com](http://www.skyvegas.com).*