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PRESS RELEASE

Net Entertainment partners with Boylesports

Net Entertainment, is delighted to announce it has partnered with Boylesports, Ireland's largest independent bookmaker. Net Entertainment will deliver its range of high quality gaming and casino content to Boylegames.com and associated sites. The agreement strengthens Boylesports' online games portfolio and provides the Boylegames.com brand with some of the best-of-breed online and mobile gaming content in the market.

Boylesports CEO, Keith O'Loughlin comments:

"We are innovating across all of our gaming verticals and that's why we've partnered with Net Entertainment; A company who have been producing some top quality content in this space".

Boylesports Head of Gaming, Ruairi Boyle comments:

"With the focus on delivering online, a top priority for us at Boylesports.com, we identified Net Entertainment as an ideal partner to deliver that cutting edge gaming experience that our customers demand. We see this as the start of a long and fruitful partnership which should deliver real growth online and across all platforms".

Net Entertainment CEO, Per Eriksson comments:

"We are very excited to become Boylesports gaming and casino content partner and this agreement further solidifies our position in the UK gaming market. Our continued focus on portfolio excellence and technology leadership has strengthened our position as the gaming industry's market leading casino provider, and I am confident that our games will be well received by Boylesports.com players."

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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 Boylesports

Boylesports, Ireland's most successful independent bookmaker, was established in 1989 by John Boyle. In February 2011, Boylesports took over 17 new shops from Celtic Bookmakers, saving 100 jobs, then later that year Boylesports saved 65 jobs with a strategic takeover of 15 William Hill shops. This greatly enhanced our existing estate, bringing the total number of shops to 176 nationwide. This has helped to further solidify our position as the largest independent bookmaker in Ireland. Boylesports Online takes this betting and gaming expertise, established over the decades online, to innovate, market and develop the best betting experience in the betting, casino, games, poker & bingo market. Our customers are always our primary focus and we are committed to continued investment in our services and facilities, giving customers the very best possible *Boylesports experience*.