

PRESS RELEASE
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Net Entertainment signs global agreement with online gaming operator bwin.party

Net Entertainment has signed a global agreement to supply a wide selection of its best of breed online mobile and desktop titles to bwin.party digital entertainment, the global online gaming company.

“We are very excited and proud that bwin.party has selected Net Entertainment as a supplier for a wide range of our best in class casino games to be distributed over their online casino network. bwin.party is a major player, and we are confident that our portfolio, and operational leadership will support bwin.party’s agenda to drive its casino business forward,” comments Björn Krantz, Chief of GMO and MD Net Entertainment Malta Ltd. “This deal with bwin.party solidifies yet again the trust and confidence our customers have in us as a major value added supplier. Both parties are now working very close together to secure a successful integration and planning for commercial launch.”

Golan Shaked, Director of Games at bwin.party, said: “We are upgrading our casino experience, focusing on content, user experience and multi-platform gameplay. The addition of Net Entertainment’s games, including titles such as Starburst, Gonzo’s Quest and TwinSpin, will significantly enhance our casino content offering and the entertainment we provide to our customers around the world.”

For additional information please contact;

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About Net Entertainment

Net Entertainment is a premium supplier of online casino games used by many of the world’s most successful online casino operators. The Net Entertainment CasinoModule™ is a leading- edge gaming system which includes high-quality online casino games, powerful bonus programs and a sophisticated Back Office. CasinoModule™ creates the

ultimate gaming experience for the player, while managing billions of transactions every year and gives online casino operators full control and management of their casino activities. Operators are provided with 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). For more information please visit www.netent.com.

About bwin.party

bwin.party digital entertainment plc is a global online gaming company with leading market positions in each of its four key product verticals: online sports betting, poker, casino and bingo with some of the world's biggest online gaming brands including bwin, partypoker, partycasino and Foxy Bingo. Incorporated, licensed and regulated in Gibraltar, the Group has offices in Europe, India, Israel and the US. bwin.party is also licensed in Alderney, Belgium, Denmark, France, Germany (Schleswig Holstein), Italy, Spain and the necessary approvals to operate in New Jersey in the US. Listed on the London Stock Exchange (ticker: BPTY), bwin.party is a constituent of the FTSE250 Index Series as well as the FTSE4Good Index Series, which identifies companies that meet globally recognised corporate responsibility standards. For more information about bwin.party, visit www.bwinparty.com