

## PRESS RELEASE

# Net Entertainment strengthens its local regulated Italian market presence through partnership with GameAccount Network

**March 14, 2014** – Net Entertainment announces its partnership with platform supplier GameAccount Network, further strengthening Net Entertainment's presence in the regulated Italian market. As part of the partnership agreement, Net Entertainment will offer its best in class PC and mobile content to well-known and established operators such as Sisal, Snai and Eurobet.

**Comment from Björn Krantz, Chief of GMO and MD at Net Entertainment Malta Ltd.** *“Net Entertainment has been present in the Italian market since regulation began and today we are a major supplier of online PC and mobile casino games to many of the most reputable local Italian operators. We are delighted to partner with GameAccount Network, a partnership that will enable us to offer our best in class games portfolio to multiple local operators using one single platform interface. Italy is one of Net Entertainment's core markets and we are positive that our portfolio offering will be well received by GameAccount Network and its major partners. The integration process with GameAccount Network will start immediately and the go live process with individual operators will take place gradually as a phased roll out approach.”*

**Comment from Dermot Smurfit, CEO at GameAccount Network PLC** *“We are delighted to be able to add Net Entertainment games to our extensive network of customers in the regulated Italian market. GameAccount Network prides itself on offering content from the world's best games developers for our operator partners. This partnership with Net Entertainment strengthens our offering and we look forward to continuing to grow our position in the regulated Italian gaming market.”*

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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).

**GameAccount Network | Overview**

GameAccount Network is a leading developer and supplier of enterprise-level Business-to-Business gaming software systems and online gaming content. GameAccount Network is listed on the ESM Market of the Irish Stock Exchange and the AIM Market of the London Stock Exchange under the ticker: GAME

The Company has developed an Internet gaming enterprise software system, **GameSTACK™**, which it licenses to online and land-based gaming operators as a turn-key technology solution for both regulated real-money and simulated online gaming. The Internet Gaming System, developed in London under a UK Gaming Commission licence, is certified to the highest technical standards currently required by gaming regulators.

GameAccount Network is also a leading developer of online casino games and converts offline casino slot machines into online equivalents on behalf of third party land-based slot machine manufacturers.

GameAccount Network has an established business in Europe, licensing gaming content to UK, Spanish and Italian gaming operators including, William Hill, Rank, Lottomatica, Sisal MatchPoint, SNAI and Eurobet.

In the United States, GameAccount Network has partnered with Betfair Plc to provide Trump Plaza Hotel and Casino with its Internet Gaming System following the introduction of regulated real-money online gaming in New Jersey in November 2013. In Connecticut, GameAccount Network has licensed its Internet Gaming System to the Mashantucket Pequot Tribal Nation (owners and operators of the Foxwoods® Casino Resort) to offer simulated gaming in expectation of intra-state regulation in Connecticut in 2015.

**For further information please contact:**

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