

PRESS RELEASE

Net Entertainment launches on Sky Betting and Gaming

April 17, 2014 – In reference to Net Entertainment’s earlier communication around its agreement with Sky Betting and Gaming, the online gaming arm of UK pay-TV broadcaster BSkyB, Net Entertainment now has the pleasure to announce that its award winning games have been launched and are available to Skyvegas.com’s player base.

Björn Krantz, Chief of GMO and MD at Net Entertainment Malta Ltd, said: *“It feels great to be in live operation with Sky Betting and Gaming, a well reputable and recognized player in the UK market. I am confident that our best in class online desktop and mobile portfolio games will be well received by their player community.”*

Richard Flint, MD of Sky Betting and Games at BskyB, said: *“We are delighted to add Net Entertainment’s outstanding games to the rich portfolio of content at Sky Vegas. We know these games will further reinforce our position as one of the best and most popular online and mobile casinos in the UK.”*

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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 Sky Vegas

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, which ran from 1997 to 2009. It now boasts more than 300 games, including slots games, table games, instant win games, live casino games and community games. Sky Vegas games may be played on a desktop in the casino's instant play flash version or on Android smartphones, iPhones and iPads. The Sky Vegas app is available to download from the App Store.

About Sky

Sky is the UK and Ireland's leading home entertainment and communications company. Around 40% of all homes have a direct relationship with Sky through its range of TV, broadband and home telephony services.

Sky is the UK's biggest investor in television content, investing more than £2.3 billion a year in channels such as Sky 1, Sky Atlantic, Sky Living, Sky Arts, Sky Sports, Sky Movies and Sky News. Around two-thirds of Sky's content spend is invested in the UK and Sky is the fastest-growing source of investment in original British programmes. More than 30 million people watch Sky content each week.

Alongside its commitment to offering customers a greater choice of high-quality content, Sky is a leading innovator. Customers enjoy total control and flexibility over their favourite TV through Sky+, watch TV on the move through Sky Go, and enjoy the best quality TV experience at home through High Definition and 3D.

Sky distributes its content broadly over several platforms, including satellite, cable, IPTV, mobile and WiFi. NOW TV, Sky's second consumer brand, builds on the company's leadership in internet TV. Sky is also the UK's fastest-growing home communications company and favourite 'triple-play' provider of TV, broadband and home phone.

Sky believes in making a wider contribution to the communities in which it operates by taking positive action on the environment, supporting grassroots sports and increasing access to, and participation in, the arts. Sky employs 23,000 people, has annual revenues of £6.8 billion and is estimated to support a £5.4 billion contribution to UK GDP. Sky is listed on the London Stock Exchange (BSY). www.sky.com/corporate