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PRESS RELEASE

Stan James selects Net Entertainment

Global online gaming operator Stan James plc has selected Net Entertainment as its new casino supplier. Under the terms of the agreement Net Entertainment will be the strategic casino platform provider for StanJames.com download and instant play casino games.

Founded in 1973, StanJames.com is one of the leading and most trusted brands in online gaming. With a total of more than 1 million registered players, Stan James is known for pioneering industry innovation, value pricing and providing the best customer service in the industry.

"Following an extensive partner selection process we strongly believe that the Net Entertainment offering stands in a class of its own with outstanding casino games and a powerful administration system. A strategic goal is to improve the experience of our e-gaming customers across all global markets and this deal with Net Entertainment supports this strategy" says Stan James Chief Executive, Mr. Denis Kelly.

Stan James is the latest in a suite of prominent online operators that have selected Net Entertainment as their strategic casino partner.

"It is an honor to become Stan James strategic casino platform provider. We are investing heavily in portfolio excellence and technology leadership which will support Stan James' growth strategy going forward. Stan James is globally recognized and their selection of Net Entertainment is proof of the strength of our casino offering" comments Johan Öhman, CEO of Net Entertainment.

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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.

StanJames.com is a global online gaming brand which has been at the forefront of sports betting since 1973. Stan James is a family company and has built an outstanding reputation across the industry for high standards in integrity and innovation. At Stan James our priority is to provide customers with an enriched experience to maximise the enjoyment of sports and games. We strive to make this experience the most uncomplicated and accessible in the marketplace. More information about Stan James plc is available at www.stanjames.com.