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PRESS RELEASE

Sportingbet launches the Net Entertainment CasinoModule

Net Entertainment is proud to unveil that Sportingbet Plc has signed a license agreement for the delivery of CasinoModule™. This deal was secured last year, and was announced as an anonymous Tier 1 supplier.

Sportingbet's Group Chief Executive, Andrew McIver, says; "We have made a strategic decision in choosing Net Entertainment as one of our casino partners moving forward. A browser-based casino offering is imperative for our continued growth and the market leading games offered through the Net Entertainment CasinoModule™ will help us in this regard."

The CasinoModule™ will be launched during August into Sportingbet's two largest markets, and will be followed by the roll out to other markets in due course.

Johan Öhman, CEO of Net Entertainment says; "I am thrilled to finally be able to communicate our partnership with Sportingbet. Launching our CasinoModule™ with such a prominent operator is very exciting and I feel confident that our high quality games will be very well received by Sportingbet's players."

Founded in 1998, Sportingbet Plc is the parent company of its major brand, Sportingbet.com and has been listed on the London Stock Exchange since 2001. Sportingbet Plc has well over 200,000 active players per year and is one of the world's leading online gaming companies, spanning 30 different markets across Europe, Australia, Canada and South America.

Net Entertainment is a premium supplier of digitally distributed gaming systems used by some of the world's most successful online gaming operators. The core product, CasinoModule™, is a complete gaming platform comprising high quality games and a powerful admin tool. Operators are provided a customized solution 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 on www.netent.com.

For more information please contact;

Johan Öhman, CEO Net Entertainment; Phone +46 8 55 69 67 00, johan.ohman@netent.com