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PRESS RELEASE

bwin selects Net Entertainments CasinoModule for Italy

Net Entertainment has signed an agreement with bwin's Italian subsidiary Gioco Digitale Sp.A for the delivery of the award winning CasinoModule to both Gioco Digitale as well as bwin's Italian site bwin.it.

bwin is the world's leading listed online gaming provider with over 20 million registered players. bwin is through Gioco Digitale and bwin.it the leading operator on the Italian market offering online-poker, sports betting and lottery with a total market share of ca 25 percent.

The agreement with Net Entertainment means that Gioco Digitale and bwin.it extends the product offering to also comprise casino games and there is an ambition to extend the partnership within the bwin group moving forward. Launch will take place as soon as possible after the requirement specifications have been publicized by the Italian authorities which is expected during the first half of 2010.

"The license agreement with Net Entertainment gives us access to a wide range of market leading casino games which is an important focus area for our continued growth", says Paolo di Feo, General Director for Gioco Digitale.

Italy is one of the first countries in Europe to regulate the domestic market for online gaming through licensing. The agreement with bwin is the second in a short period of time which Net Entertainment seals with a leading Italian operator.

"We are delighted that bwin has selected us as their strategic partner and wish them welcome as a customer. The agreement means that Net Entertainment becomes the prime supplier of online casino software in Italy", comments Johan Öhman, CEO for 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 core product, CasinoModule™, is a complete gaming platform comprising high quality games and a powerful administration 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.