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PRESS RELEASE

INTRALOT selects Net Entertainment as their online casino partner in Italy

INTRALOT Interactive, a member of INTRALOT Group, and Net Entertainment have signed a cooperation agreement for the provision of online Casino Games in Italy, under the brand name of INTRALOT. The agreement provides initially for the integration of the award winning CasinoModule product suite by Net Entertainment, with the INTRALOT Interactive Gaming Platform, fully complementing with existing games and ensuring a unified customer experience. The parties agree to seek further opportunities in other territories where internet gaming is regulated by the local government.

INTRALOT will launch on line Casino Games in Italy, subject to the forthcoming opening of the market and an approval by the local competent authorities, which are expected to take place during the second half of 2010. The agreement also provides for the CasinoCafe product suite by Net Entertainment, to also be offered through INTRALOT's wide Retail Network in Italy, subject to the provisions of the law.

"We welcome Net Entertainment as our on line casino partner in Italy. The CasinoModule will ensure that INTRALOT will offer a globally leading casino product to our player base. Through this partnership INTRALOT will be among the first to offer on line Casino Games in Italy, after the upcoming liberalisation of the market. This partnership will further allow the expansion of our product portfolio, in a fully integrated manner, offering our players a unique gaming experience. We believe that online casino in Italy will be a very lucrative market with high potential", said Mr. George Zenzefilis, General Director of INTRALOT. "We are very proud that INTRALOT Interactive has chosen us as their on line casino provider for Italy. A world leading company has recognized Net Entertainments Casino Module as the most successful tool on the market today. Our strong focus on innovation, reliable technology and high knowledge of consumer behavior give us an edge when it comes to creating revenue for our customers. INTRALOT has an impressive track record and an ambitious casino strategy why it is an honor to enter into a partnership with them", commented Johan Öhman, CEO of Net Entertainment

About INTRALOT Interactive

INTRALOT Interactive is the newly established online gaming subsidiary of the INTRALOT Group that focuses both on providing its pioneering technology to Lotteries and State Organizations worldwide and on seeking arising licensing opportunities for operating in the new liberalized environment, where responsible gaming becomes even more important. It has an extended portfolio of services in Technology, Operations and Marketing and is ready to lead the way in the new emerging areas of Internet Gaming.

About INTRALOT

INTRALOT, a public listed company, is the leading supplier of integrated gaming and transaction processing systems, innovative game content and sports betting management, to state-licensed

gaming organizations worldwide. It's broad portfolio of products & services, its know-how of Lottery, Betting & Video Lottery operations and its leading-edge technology, give INTRALOT a competitive advantage which contributes directly to customers' efficiency, profitability and growth. With presence in more than 50 countries, with approximately 5.500 people and revenues of €903.6 million for 2009, INTRALOT has established its presence on all 5 continents.

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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.