



For immediate release

Entraction signs exclusive poker agreement with Victor Chandler

Stockholm, Sweden (23 November 2010). Victor Chandler (International) Ltd. has signed an exclusive multiyear agreement with Entraction and will complete the migration of its players to the Entraction poker network in December 2010. This is the new agreement referred to in Entraction's Q3 interim report.

With more than 60 years' experience in the business Victor Chandler is one of the most respected gambling companies in the world. The company launched online poker as early as 2002 and now has more than 1 million registered players. Entraction has provided Victor Chandler with its poker product on restricted markets since the beginning of 2007 and following this agreement Victor Chandler will migrate its entire poker player base to Entraction in December 2010.

Entraction is devoted to providing a vivid and attractive poker network to all players. To do so the company is continuously evaluating loyalty programs and bonus systems. The number of recreational poker players is steadily increasing and therefore a modern and improved loyalty program will be introduced in 2011 that will give a lift to activity also in this growing player segment. Entraction will continue to deliver the best software functionality on a safe and stable platform as well as enabling healthy player ecology in the poker network. Entraction's objective is to operate a standalone poker network that both protects recreational players and offers high rollers an exceptional player experience.

"Entraction's commitment to development of the poker product together with their plans for a revolutionary loyalty program and player protection methods have given us great hope for both the future of Victor Chandler Poker and the future of online poker in general. Added to this, the fact that the Entraction Poker Network is showing an upward trend in player liquidity has convinced us that Entraction can provide the safest, most stable and most beneficial platform for our poker players and made the decision to move that much easier to make. We are confident that the move to Entraction will prove to be a positive experience for both Victor Chandler Poker and our players alike", says Andy Horne, Head of Poker, Victor Chandler International.

"We are very excited that Victor Chandler has signed an exclusive agreement with Entraction. This shows the strength in our strategy to remain a standalone poker network which allows us to always put our partners first. They know our poker product and our team well and we are very much looking forward to continue to provide them with the best product and the best service", says Peter Åström, CEO Entraction.

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About Entraction

Entraction is an international group within the digital gaming industry.

Entraction Holding works with general issues relating to strategy and business development, as well as the provision of financing and skills within the Group. The company continuously evaluates business opportunities that can strengthen and develop the Group.

Entraction Solutions offers complete software systems for online gaming and operates one of the largest open poker networks in the world. The company offers partners software for poker, betting, casino and bingo, as well as peripheral services, such as web design, gaming licenses, operation, payment solutions, promotional tools and 24-hour end-user support. The poker network is operated by subsidiaries in Malta that are licensed to market and conduct proprietary gaming activities and to deliver gaming services to partners in the poker network.

Entraction Holding AB is listed on First North Premier and has approx. 6.500 shareholders. The company's Certified Advisor is Remium AB. Please, visit www.entraction.com for more information.