

31 January 2011

**888 Holdings Public Limited Company  
("888" or "the Group")**

**US Agreement with Caesars Interactive Entertainment**

- First strand in US online strategy
- Strong platform to sign with further potential US partners
- 888 amongst first applicants for Nevada internet gaming service provider licensing
- Extension of Caesars agreement to US

As one part of 888's US strategy, Dragonfish – 888's independent B2B arm – and Caesars Interactive Entertainment, Inc. ('CIE') have extended their UK software licensing agreement to the US. The agreement will see Dragonfish power a selection of CIE's established and recognised poker brands, once online gaming is permitted under the new regulatory regime.

Utilising 888's state of the art poker platform, the agreement will allow the launch of a real money offering immediately as either Federal or state based regulation is finalised and upon licensing by gaming authorities.

888 has already submitted its Service Provider license application to the Nevada Gaming Control Board ('NGCB'). In March 2010, the Nevada Gaming Commission ('NGC') found suitable the September 2009 commercial relationship between CIE and 888.

Brian Mattingley, Deputy Chairman, 888, said:

"888 has taken a prudent approach to regulation, which culminated in the successful review conducted by the NGC, putting 888 and Dragonfish in pole position for the US market. This gives us a strong platform to roll out our cutting edge, turnkey solution to other potential partners as the market opens.

We are delighted to be extending our relationship with CIE into the much-anticipated US market, and we are proud to be providing them with the technology and tools to leverage and monetise their powerful brand."

Mitch Garber, CIE CEO, added:

"888 has been successfully driving the World Series of Poker brand in the UK for the past three years, and with current momentum toward either a Federal or State by State regulatory environment, 888 is uniquely positioned to support either outcome, without delay."

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