

12 December 2012

**888 Holdings Public Limited Company  
("888")**

**Contract for Real Money Gaming on Facebook**

888, one of the world's most popular online gaming entertainment and solution providers, announced today that it has entered, through a wholly owned subsidiary, into an agreement with Facebook to launch real-money products over the world's most popular social network.

The agreement will see 888 offer its award-winning real-money bingo, casino and slot games through the Facebook platform in the UK.

Utilising 888's existing social facing operation, the first app to launch is bingo, with a casino offering including slots and other popular games to follow shortly.

Itai Frieberger, COO of 888, commented:

"888 has long recognised the potential for social gaming. Our Facebook freemium (play for fun) offerings have found a significant audience, and we are very excited by the opportunity that real money gaming on Facebook provides. We are working closely with Facebook on this launch, ensuring we introduce the best of both worlds of real money and social gaming."

Julien Codorniou, Head of Games Partnerships for Facebook in Europe, said:

"Facebook is a great platform for playing games with your friends and we are really pleased to be working with 888, who have a strong reputation on both the quality and safety of their games."

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**Contacts and enquiries**

888

Itai Frieberger, Chief Operating Officer

+350 200 49800

M:Communications

Ann-marie Wilkinson/Andrew Benbow

+44 (0)20 7920 2344

**Notes to Editors**

888 is a global gaming entertainment destination, with localised offerings providing players the games they want in the language they speak with significant functionality and interactivity. The 888 gaming experience is now available in 19 languages to over 150 countries and provides something for players of all abilities.

888 is a leader in corporate responsibility, with specialist websites dedicated to both responsible gaming and corporate responsibility so that customers can play in a safe and secure environment.