

19 December 2011

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

Pre-Close Trading Update

888, one of the world's most popular online gaming entertainment and solutions providers, is pleased to provide the following pre-close trading update ahead of the year ending 31st December 2011.

Further to the Q3 KPIs and Interim Management Statement announced on 1st November, trading remains very strong especially in casino and poker. 888 therefore expects clean EBIDTA for the year ending 31st December 2011 to be significantly ahead of market expectations.

2012 is set to be a year of major opportunity for 888, with the opening of several newly-regulated markets across Europe. The Group intends to invest in these markets in order to establish and build market share. This significant strategic investment, along with the increases in gaming duty, will have an impact on the Group's profit expectations, however the Board still expects results for the year ending 31st December 2012 to be slightly ahead of current market expectations.

Analyst and Investor Conference Call

There will be an analyst and investor conference call at 10:30am (GMT) today.

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