

17 September 2013

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

**Launch of World Series Of Poker in Nevada**

888, one of the world's most popular online gaming and solution providers, announces today that it has commenced the trial period of the World Series Of Poker (WSOP) brand, owned and operated by Caesars Interactive Entertainment (CIE), in Nevada. The launch marks 888's first regulated real money offering in the US with additional brands and regulated states due to follow later this year. Following the trial period WSOP.com will be launched on 19 September 2013.

888 has successfully concluded its iGaming Service Provider (IGSP) certification and licensing process with the Nevada Gaming Commission, and has received approval from the Gaming Control Board to commence an initial field trial of its first real money, regulated poker offering in the US with CIE, who will be supplying their expertise and funds on marketing.

The launch of WSOP in Nevada follows 888's selection, as part of a consortium and teaming with lottery provider Scientific Games, to operate Internet Gaming Systems and Services for the Delaware State Lottery. 888 has also filed for CSIE licenses in New Jersey and both states are due to go live later this year. 888 announced in March that it aims to launch the 888.com brand across the US through its All American Poker Network (AAPN) joint venture with Avenue Capital and partnership with Treasure Island Casino in Nevada.

**Brian Mattingley, CEO of 888, commented:**

"The launch of the WSOP brand in Nevada is an important milestone for 888. Almost 7 years to the date since we took the decision to exit the US market following UGIEA, 888 is returning to the states by powering the marquee WSOP brand. Our partnership with CIE, which started in 2009 with WSOP in the UK, is the cornerstone of and one of the key drivers for our return to the US. We are looking forward to help facilitate CIE's online real money venture into additional states, with New Jersey being next in line. This would make 888 the only online company active in all three US regulated states, subject to the appropriate approvals of course."

**Mitch Garber, CEO of CIE, commented:**

"The launch of WSOP.com in the US is the culmination of over 8 years in which Caesars has developed the world's most prominent poker brand since its acquisition of WSOP brand in 2005. Four years ago we embarked on this strategic effort with 888, acknowledging its industry-leading gaming platform, and as importantly its reputation as a trusted partner which was en-route to receive its Nevada accreditation. I'm excited to see we have met our goals in making this prospect a reality, in what I am sure marks a new era for US regulated gaming."

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