



8 December 2010

**888 Holdings Plc**  
(‘or ‘the Company ‘888‘)

**888 wins Socially Responsible Operator of the year at EGR Awards**

888, one of the world's most popular online gaming entertainment and solutions providers, was voted “Socially Responsible operator of the year” at the recent, prestigious eGaming Review Awards ceremony in London.

The annual awards ceremony is one of the most prestigious events of the egaming industry calendar and recognises the important achievements of the industry.

Commenting, Yahav Levy, Director of CSR and Responsible Gaming said:

“Winning Socially Responsible Operator of the year award is a testament to the exceptional and collective efforts of our team. At 888 we place the community and the customer first, and are committed to combining the best gaming experience with the most responsible gaming environment.

We are delighted to receive this award, and that 888’s status as market leader in the critical area of responsible gaming has been recognised.”

- ends -

Contacts and enquiries:

Holdings Plc 888

Yahav Levy, Director of CSR & Responsible Gaming

800 49 200 350+

M:Communications

Ann-marie Wilkinson / Andrew Benbow

2344 7920 20 44+