

Sportingbet Renews and Extends GTECH G2 Licensing Agreements Adding Bingo to Sports Betting, Poker and Casino

Leading international sportsbook renews its commitment to G2's International Poker Network and enters bingo market with G2's newly launched bingo software

27 January 2010 (Stockholm, Sweden) – After over 5 years of successfully working together, Sportingbet has renewed its agreements with GTECH G2 across all key product verticals for a further three years, including poker, casino and games, licencing the new G2 bingo product whilst also entering a new phase of its sportsbetting relationship.



Building upon its success in its core sportsbetting market, Sportingbet continues to achieve and seek growth in all product domains. Offering multiple products from GTECH G2 across a single account is central to this growth and the player experience, demonstrating G2's ability to offer its clients a broad spectrum of market-leading technology and content.

Whilst operating its sportsbook using the acclaimed Margin Maker software, Sportingbet will also integrate G2's player-centric Gaming Management System which will serve as the back office for bingo, poker and casino. As a result, Paradise Poker, the leading poker brand operated by Sportingbet, expects to increase the number of casino side games offered to its poker players in the coming months. Paradise Casino is also expected to benefit from many new flash games from too.

On top of a renewed commitment to GTECH G2's International Poker Network, Sportingbet is also collaborating closely with G2 on the launch of poker in markets that are set to regulate in the near future.

"Sports betting is, of course, our core business and we've partnered with Finsoft, and then subsequently GTECH G2 post-sale, to provide our sports betting systems for years," said Andy McIver of Sportingbet Plc. "This extension of our relationship with G2 achieves many positives for us, including some exciting new operating methodologies around Margin Maker, plus a suite of new casino games, renewed vigour around poker and the exciting launch of bingo."

Joining GTECH G2's International Bingo Network, Sportingbet's bingo offering will feature the new bingo software that G2 is showcasing at IGE in London this week. Sportingbet's poker site, ParadisePoker.com has for several years operated on GTECH G2's Boss Media's International Poker Network (IPN), Europe's largest independent poker network.

Paradise Casino, operated by Sportingbet, already features games from GTECH G2 and will be upgraded to the new casino software launched this week at IGE. It will be among the first to offer the suite of all new side games that is part of that release.

"When we began to assemble the igaming software development companies that now form GTECH G2, it was this kind of end-to-end, fully managed customer solution that we envisioned," said Atul Bali, CEO of GTECH G2. "We're proud of our partnership with Sportingbet and thank them for the confidence they've placed in our sportsbetting, casino, poker and now bingo products."

GTECH G2 combines the software development and customer management expertise of Boss Media, Finsoft, Dynamite Idea and St Minver and operates the International Poker Network and the International Bingo Network.

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About GTECH G2 (www.gtechg2.com)

GTECH G2 brings together, under one brand, the combined expertise of GTECH and its extensive lottery insight with leaders in the interactive gaming world providing a complete gaming portfolio of poker, bingo, casino, sportsbetting, fully managed services and instant games. The group includes Boss Media, a leading innovator in software and systems for Poker, Casino and Bingo entertainment; Finsoft , a leading provider of enterprise-wide real time trading solutions for the commercial sports betting industry – both interactive and retail; St Minver, a fully managed service provider of Internet games to media, lifestyle, and other brands; and Dynamite Idea, a developer of unique, innovative digital instant and side games. Consolidating

combined talent and expertise into one premiere brand means that GTECH G2 can provide a flexible digital solution to all customers, large or small, wherever they may be.

About Sportingbet Plc (www.sportingbet.com)

Founded in 1998 and now celebrating 10 years in business, Sportingbet was one of the first, and remains one of the largest, online gaming companies in the world today. Its website spans over 30 different markets, across Europe, Australia, Canada, South America and South Africa, localising each product to recognise different languages and currencies and, most importantly, offering local events to local people. With a wide range of sports offerings, combined with a range of additional products including poker, casino and virtual games, Sportingbet is the online gaming retailer of choice.

SUMMARY

Sportingbet Plc announced today that they will continue to use GTECH G2's acclaimed Margin Maker sports betting software and will take advantage of G2's player-centric Gaming Management System to increase the number of casino side games offered to its poker players. They will also introduce the new bingo software and its Live Host feature that G2 is showcasing at IGE in London this week. Renewing its commitment to GTECH G2's International Poker Network, Sportingbet is also collaborating closely with G2 on the launch of poker in markets that are set to regulate in the near future.

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