

PRESS RELEASE

June 03, 2005

Ongame Joins eCOGRA, the World's Leading Online Gaming Regulator

Ongame is the first Sweden-based gaming and system development company to be granted membership by eCOGRA, the world's leading regulatory organization for online gaming.

Ongame's approval by eCOGRA (eCommerce and Online Gaming Regulation and Assurance) is another step forward for the online gaming industry's self-imposed regulation. Ongame is joining a network of 55 leading online gaming sites and casinos together representing over 50 percent of the industry.

"Ongame is a welcome addition to eCOGRA," said eCOGRA CEO Andrew Beveridge. "Our compliance committee was extremely impressed with their professional approach to corporate governance and responsible gaming. From the outset they have put the player first, and an example of this is that they were the first online gaming operation to achieve G4 responsible gaming accreditation."

The eCOGRA initiative is open to everyone in the gaming industry and provides practical player protection through a carefully developed set of regulations that are applied through detailed inspections and ongoing monitoring, including financial and management probity, system and game development and random number generator check.

Online gaming companies that successfully meet the regulations and pass inspections are identified by the eCOGRA "Play It Safe" seal. Among the regulators protecting players' interests at eCOGRA is a Fair Gaming Advocate, to whom players can appeal if any disputes cannot be settled directly by the casino or poker room operator.

"This is an important initiative for our company, our poker rooms and the industry as a whole," said Patrik Selin, CEO of Ongame. "Real and practical regulation such as eCOGRA offers has benefits for everyone, protecting the players and at the same time enforcing high levels of professional and business conduct at both the software provider and poker room level."

For more information, please contact:

Sarah Östberg, Corporate Communications Manager
 Telephone: +46-8-789 12 42
 Mobile: +46-708-32 75 05
 E-mail: sarah.ostberg@ongame.com

Patrik Selin, CEO
 Telephone: +46-8-789 12 00
 E-mail: patrik.selin@ongame.com

eCogra:
 Andrew Beveridge, CEO
 Telephone: +44 20 7887 1480
 E-mail: pr@ecogra.org
www.ecogra.org

Images can be obtained from Sarah Östberg; see above.

This is Ongame

Ongame is a world leader in digital entertainment with a focus on poker. The Group develops and markets everything from stand-alone products to turnkey solutions in poker and casino games for digital media. Through its subsidiaries, the Group owns one of the world's most popular poker sites, PokerRoom.com, in addition to managing the operations of Ongame Studios, PokerNetwork, HoldemPoker.com and PokerGaming.com. Ongame has around 180 employees at offices in Stockholm, Uppsala and Costa Rica. Net sales in 2004 amounted to SEK 411 million with profit of SEK 137 million. Ongame is one of Sweden's fastest growing companies.