

PRESS RELEASE

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# Ongame takes the lead in Asia

## Launches the world's first Texas Hold'em sites in Chinese

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Ongame is further consolidating its position as a world leader in digital poker by launching the world's first Texas Hold'em sites in Chinese. The sites, which are being launched under the name eCardroom, are part of PokerNetwork and offer games for both real money and play money.

Texas Hold'em is one of the world's most popular games: around 100 million people worldwide play regularly. Thanks to growing Internet use, the number of Texas Hold'em players is rising steadily. This strategic card game, once limited to land-based casinos and private gatherings, can now be played at any time and anywhere through the Internet.

"The Chinese market offers enormous potential," said Patrik Selin, CEO of Ongame. "The Chinese love to play cards, they appreciate games of skill, and Internet usage is growing rapidly. More than 100 million Chinese now have access to the Internet. Only the US has more Internet users, and China is expected to pass the US in the near future.

The eCardroom brand consists of two sites:

- 牌艺馆 eCardroom.cn is a play money site designed for the tightly regulated Chinese market. At eCardroom.cn, Chinese can play entertaining Texas Hold'em poker free, without risk. Ongame generates revenue from the site through ad sales, among other things.
- The other Chinese site – 第壹牌馆 eCardroom.com – is a real money site in Chinese designed for players outside China who speak Chinese.

"The Chinese market outside China is huge," added Patrik Selin. "There are over 35 million Chinese living outside China."

By being the first to launch Texas Hold'em in Chinese, Ongame is consolidating its position as one of the world's biggest providers of digital poker. Measured in terms of pots, the company's PokerNetwork is the fourth largest network in the world, with over 4 million registered players and customers in over 140 countries. The company is steadily expanding to capture market share in new and existing markets.

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**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. The Group owns one of the world's biggest poker networks, PokerNetwork, with about 4 million registered players. By mid 2005, Ongame had a total of 200 employees. Revenue in 2004 was SEK 411 million with a pretax profit of SEK 137 million. The Group's head quarter is located in Sweden. Ongame is one of Sweden's fastest growing companies and was appointed "IT Company of the Year" by Swedish business magazine Veckans Affärer in May, 2005.