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Virgin Games Selects Boss Media to Provide New Poker System

Boss Media has today signed up Virgin Poker, part of the Virgin Games Group, to its platform, ending a long search by Virgin to find the ideal partner for the relaunch of its Poker game.

“Boss has everything we were looking for in terms of playing experience, site stability and, most importantly of all, liquidity. The combination of their technical expertise and the Virgin Brand is going to create a major new challenger in the online Poker market place, and we are really looking forward to getting behind it,” says Simon Burrige, Chairman of Virgin Games.

A condition of the Agreement is that Boss will imminently be relocating to Malta, which will satisfy Virgin’s requirement to be regulated in a white list jurisdiction.

Virgin Poker believes that, despite the rapid growth of online Poker over the last few years, there is still a large untapped audience for Poker as it continues to become a natural entertainment choice alongside a game of football or a night out at the cinema.

In addition to the many distribution channels available throughout the Virgin Group and the ability to use collateral from sister Virgin companies, Virgin will be able to offer its players the chance to earn Virgin Atlantic Flying Club points for every hand they play. This has already proved a significant retention tool on Virgin’s Casino site.

“Virgin has the perfect brand and position for marketing digital services and I think the partnership between Boss Medias fast growing poker network and the Virgin Games Group is a perfect match,” says Peter Bertilsson, CEO of Boss Media.

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***Boss Media AB (publ)** is one of the world’s leading suppliers of systems for digitally distributed gaming entertainment. Boss Media develops gaming system solutions for such distribution channels as personal computers, interactive video terminals, mobile phones and digital TV. Licensees are offered a customized gaming system, an integrated payment system as well as related services. The Boss Media-share is listed on the O-list (Attract 40) of Stockholmsbörsen (Stockholm Stock Exchange). More information about Boss Media is available at www.bossmedia.se.*

***Virgin Games** (<http://www.virgingames.com>) is a website offering casino, poker, bingo and skill games. Launched in July 2004 and a subsidiary of Virgin.com Ltd, Virgin Games is about more than money – it’s designed to offer fun and entertainment with all of the games available to play for free as well as for money.*