



For immediate release

24hPoker and Boss Media begin co-operation

Solna, Sweden, 20 November 2006, 24hPoker today announced a co-operation with Boss Media that will enable its players to play in both B2B Poker's and Boss Media's poker networks using the same e-wallet. 24hpoker.com thereby becomes the first gaming site in the world to offer its players a constant choice between different poker clients.

It will be possible to access both B2B Poker's and Boss Media's poker network from 24hPoker.com and play poker without having to deposit money in more than one e-wallet. This service is estimated to be launched in January 2007 and after a test period the ambition is to offer this service to other major partners in 24hNetwork. To offer an additional poker client will strengthen 24hNetwork's offer to partners and make players more loyal, which also has a positive effect on the B2b Poker network.

24hPoker and Boss Media will evaluate the possibilities of future co-operation around other gaming services, as both companies are software suppliers to the gaming industry.

"We know that the average online poker player plays on three different poker networks. Therefore we have decided to break the poker monopoly and make it possible for players to use different poker networks without the hassle of using more than one e-wallet. This is a unique service for our players that make 24hPoker.com an even better gaming site and 24hNetwork a stronger partner. We are also looking forward to an increased co-operation with Boss Media in the future", says Per Hildebrand, CEO 24hPoker Holding AB.

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About 24hPoker

24hPoker Holding AB is a Swedish gaming Group that develops its own software systems for online gaming through its subsidiaries 24hPoker AB and B2B Poker AB and operates one of the world's largest poker networks. 24hPoker launched online poker in 2001 and conducts gaming operations via foreign subsidiaries abroad. The Group develops and sells turnkey gaming platforms for customers wishing to conduct gaming operations under their own brands via 24hNetwork. 24hPoker Holding AB is listed on the Stockholm Stock Exchange and has approx. 10 000 shareholders.

www.24hpoker.se