



For immediate release

24hPoker's network company B2B Poker signs contract with 10bet.com

Solna, 9 August 2006, 24hPoker today announced that its network company B2B Poker has signed a partner agreement with 10bet.com, a fast growing sportsbook with over 50,000 registered customers. 10bet is based in the UK and will launch online poker at the end of September.

B2B Poker has signed an agreement with 10bet.com, an established British sportsbook that offers casino and sports betting with a wide coverage of sports events all over the world. The company will also soon add games to their offer. 10bet grows fast and has currently over 50,000 registered customers. In a ranking of the most popular online gaming operators on online.casinocity.com 10bet is ranked in place 57 out of 2,500 gaming companies.

10bet will launch their online poker at the end of September and will at the same time launch an ambitious marketing campaign to recruit new players and to make existing customers start playing poker. The marketing campaign will target the UK, Scandinavia and southern Europe.

"10bet is growing very fast and has in a short period of time established themselves as one of the premier bookmakers, especially in live betting. Live betting is similar to poker as the player can take new positions during the game. This similarity gives 10bet great opportunities to interest their existing customers in playing poker. This agreement will strengthen the player liquidity in our poker network and thereby making it even more attractive," says Per Hildebrand, CEO 24hPoker.

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About 24hPoker

24hPoker AB is a Swedish gaming company that develops its own software systems for online gaming. The company conducts gaming operations via foreign subsidiaries. 24hPoker launched online poker in 2001. The company also develops and sells turnkey gaming platforms for customers wishing to conduct gaming operations under their own brands via 24hNetwork. 24hPoker owns B2B Poker AB, which operates one of the world's largest poker networks, with approx. 600,000 registered customers. 24hPoker is listed on the Stockholm Stock Exchange.
www.24hpoker.se

About B2B Poker

B2B Poker develops Internet poker software. Through its subsidiary Poknet Systems S.A., B2B Poker offers a European poker network. The European profile is reinforced by information supplied in 14 different European languages, the currency of all transactions is the euro and local European poker games are offered. B2B Poker partners are: 24hPoker, No1Poker, Redbet, Betandgame, Betbutler, Potraiser and i4poker.com.
www.b2bpoker.com