

B2B Poker signs online poker agreement with sports book 3Bwin

Solna, December 5, 2006, 24hPoker today announced that its network company B2B Poker has signed an agreement with 3Bwin, an online sports book that offers sportsbetting and coupons. 3Bwin recently began a co-operation with Hattrick.org, an online football community with more than 900 000 members.

3Bwin offers both traditional sportsbetting and the service 3BFriends, where players make their own coupons and play against each other in communities. 3Bwin has approximately 10 000 members in Europe today, mainly from Sweden, the UK and France. The site is available in seven different languages.

Through a co-operation with the football community Hattrick.org, 3Bwin has access to a network of more than 600 000 gaming interested Europeans over 18. 3Bwin has recently started to market its services towards Hattrick's members.

3Bwin chiefly offers betting on football and hockey and has a strong connection to the football community in Sweden as some well known football profiles are behind the site. One of them is former professional player Glenn Hysén (PSV Eindhoven, AC Fiorentina and Liverpool FC), who offers expert advice and own coupons for the members to play on. 3Bwin also has a co-operation with supporters' clubs and the player can choose that a portion of the gaming fee goes to a specific supporters' club.

The integration with B2B Poker's network will begin shortly and online poker will be launched in spring 2007. 3Bwin decided to launch poker in the beginning of this year and has been granted a gaming license for poker by the Maltese Lottery and Gaming Authority, LGA.

"We think that 3Bwin is a very interesting partner, as their members are very active and loyal to the community," says Per Hildebrand, CEO of 24hPoker.

"Our players want to play against other players instead of the house and they like to discuss and interact with one another whilst playing, therefore poker is a natural addition to our offer. Our co-operation with B2B Poker gives our players access to one of the most well-managed and reliable international poker networks," says Peter Jidesten CEO of 3Bwin.

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About 24hPoker

24hPoker Holding AB is a Swedish gaming group that develops proprietary software systems for online gaming operations 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. The Group also sells and develops turnkey gaming platforms for players that want to conduct gaming operations under their own brand via 24hNetwork. 24hPoker Holding AB is listed on the Stockholm Stock Exchange.
www.24hpoker.se

About B2B Poker / 24hNetwork

B2B Poker develops Internet poker software. Through its subsidiary Poknet Systems S.A., B2B Poker offers a European poker network, 24hNetwork. 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: 24hNetwork, 24hPoker, 10Bet, No1Poker, Redbet, Betandgame, Danbook, Potraiser och i4poker.
www.b2bpoker.com

Om 3Bwin

3Bwin is a gaming- and community business that allows players to challenge their friends and other players on coupons and discuss gaming and sports. 3Bwin also offers traditional sportsbetting. 3Bwin is available in Swedish, English, French, Italian, Spanish, Dutch and German.
www.3bwin.com

