



For immediate release

## **24hPoker signs Letter of intent with Martinspoker.com**

**Solna, Sweden, 20 August 2007. 24hPoker separates its operations in a business to business company, 24hPoker Holding AB, and a new business to consumer company, 24hPoker.com. 24hPoker has also signed a letter of intent with Martinspoker.com regarding the incorporation of Martinspoker.com and Staffpoker.com into the new business to consumer company, which shall operate these strong brands.**

The new company will include some of the most established brands in the Scandinavian online gaming market: 24hPoker.com, Martinspoker.com, Staffpoker.com and Danepoker.com. Through coordinated marketing activities the brands will become even more competitive and 24hPoker.com can grow in an organization fully focused on the consumer. The gaming operations will be operated by a subsidiary in Malta. 24hPoker Holding AB will be the majority shareholder in the company, but will not be operative.

"This separation of business activities enables 24hPoker Holding AB to focus on strengthening its position as a business to business gaming supplier, which makes the offer clearer for both customers and the financial market. Simultaneously 24hPoker.com's potential can be fully developed, which will show in the results going forward," says Peter Åström, CEO 24hPoker Holding AB.

"With these brands targeting different segments of the market we will become a leading player in Scandinavia and have a stabile platform for expansion to new markets in Europe and the rest of the world. At the same time we achieve synergies as the merged organization becomes more efficient and focused," says Claus Nielsen, CEO Martinspoker.com.

### **For more information about 24hPoker, please contact:**

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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, 24hNetwork. 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 traded on First North and the company's certified Advisor is Remium AB.  
[www.24hpoker.se](http://www.24hpoker.se)