

Press release, November 3, 2011

New Heypoker site launched

Redbet Holding AB's subsidiary Redbet Gaming Ltd has launched a new site under its Heypoker brand.

A few months after Redbet's acquisition of Heypoker, a new Heypoker.com site has been launched. Heypoker.com operates within the Ogame Network, one of the world's largest poker networks. The new Heypoker site also offers a new casino based on software from Net Entertainment and a new betting product based on Redbet's own platform.

Jorgen Andersson, CEO of Redbet Holding AB:

"The new Heypoker site has been built on the same system platform as Redbet.com and Whitebet.com. We can now offer Heypoker's customers a strengthened product offering, more attractive campaigns, and better support."

For questions or more information, please contact:

Jorgen Andersson, CEO Redbet Holding AB

Phone +46 70 569 32 19

E-mail: jorgen.andersson@redbet.com

www.redbetheolding.com

About Redbet

Redbet Holding AB's subsidiaries offer poker, casino and sports betting on the Internet via www.redbet.com, www.optibet.com, www.heypoker.com, www.whitebet.com, www.goldclubcasino.com, and www.totalpoker.com. The subsidiary SIA Optibet also offers sports betting offline via betting shops in Latvia. Redbet Holding AB is listed on OMX First North in Sweden, with Mangold Fondkommission AB as its Certified Adviser.

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