

Devilfish Gaming Plc signs services contract with Merkur Win

Devilfish Gaming Plc's online gaming B2B consultancy unit, Devilfish Services, to provide Merkur Win, a part of the German Gauselmann Group, with poker and casino expertise

Devilfish Gaming Plc, the PLUS market-quoted online gaming company (DEVP), today announced its online gaming business-to-business consultancy unit, Devilfish Services, has signed a deal with Merkur Win to provide its expertise in the development and launch of Merkur Win's forthcoming online poker and casino products.

Devilfish Services offers, inter alia:

- Online Marketing Strategy
- Design and set up of Affiliate Programs
- Customer Promotions and Bonus Programs
- Product and Channel Management
- Functional Requirements Specifications
- 3rd Party Product Selection

Paul Barnes, chief executive officer of Devilfish Gaming said, "We are very happy to be involved with Gauselmann's famous Merkur brands. Devilfish has a lot to offer, because we both operate an online gaming business and share that know-how with selected strategic partners who are entering the market, using high-calibre in-house management consultants. In addition, we own the valuable Devilfish brand, which we also license to 3rd parties in non-competing markets"

About Gauselmann Group

The family owned Gauselmann Group, headquartered in Espelkamp in the German federal state of North-Rhine Westphalia, is a leading company for amusement with prize machines and modern leisure time entertainment. Founded in 1957 the Gauselmann Group has manufactured and sold more than 2 million gaming devices and operates some 500 entertainment centers around Europe.

In 2009 Gauselmann generated consolidated revenues of €1.2 billion and employed approximately 6,000 highly skilled employees.

About Devilfish Gaming

Devilfish Gaming Plc (Ticker "DEVP") takes its name from the well known poker professional David "Devilfish" Ulliott, who is active in promoting the business. Ulliott is one

of Europe's best known, entertaining and recognised poker players with many large wins including *World Series of Poker* and *World Poker Tour* titles to his name. The company is publicly quoted, having floated on London's PLUS market in March 2008. The company does not accept wagers from the U.S.A.

Devilfish Services is currently targeting a number of operators in the land-based casino and online gaming markets.

For further information please contact services@devilfish.com.