

## **Devilfish Gaming Signs With Entraction Network**

### *Move to New Platform Offers 'Explosion of Choice'*

(18 March 2007, Dublin) — Devilfish Gaming today announces it has signed with Entraction, the publicly-listed software provider. Entraction will provide gaming solutions for the PLUS market-listed Devilfish Gaming across poker, casino, and bingo.

The deal will see DevilfishPoker.com offer players two poker rooms, on the Entraction network (formerly B2B) and IPN powered by Boss Media. The company will also develop casino platforms by WagerWorks and Net Entertainment, and DevilfishBingo.com powered by NYX. Casino and bingo will be available as 'instant play' which do not require downloads while poker will be available in both downloadable and instant play versions.

The deal also allows Devilfish Gaming to offer an integrated wallet across poker, casino, and bingo and poker players will have the additional benefit of being able to play poker in three currencies — Euro, Sterling, and U.S. Dollar. The company expects to go live with its new poker, casino, and bingo products in the second quarter of 2008.

Paul Barnes, CEO of Devilfish Gaming said: "We reviewed a number of the leading gaming providers and Entraction really ticked all the boxes. It offers us a multi-channel solution, is consistent with our business strategy, and importantly, because it is licensed in Malta, we have instant access to EU markets."

"From our players point of view this move is fantastic news as it offers an explosion of choice. With two poker rooms offering the most popular games, on liquid networks in three currencies, hundreds of slots and table games across two casinos, a new bingo product, and an seamlessly integrated wallet giving players maximum control over their money, Devilfish Gaming has now certainly got game!"

#### **About Devilfish Gaming**

Devilfish Gaming 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 and most recognized poker players and in 2007 had his most successful year ever on the poker tournament circuit leading to his winning the prestigious Card Player European Play of the Year award.

The company is publically quoted, having floated on London's PLUS market in March 2007. The company does not accept wagers from the U.S.

\*\*\*Ends\*\*\*

Please contact [Brendan@devilfishgaming.com](mailto:Brendan@devilfishgaming.com) for further information