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Under Embargo

DevilfishPoker.com acquires Hungarian player base of Paramin Poker

Expansion of DevilfishPoker.com continues with acquisition of Hungarian player base of Paramin Poker and launch of new affiliate agreement with parent Poker Akademia

DevilfishPoker.com today announces it has acquired the player base of Hungarian-based online poker room Paramin Poker.

Players from Paramin Poker, which was operating on the Entraction network and owned by poker portal Poker Akademia, have been migrated to DevilfishPoker.com and the two companies have entered into an affiliate agreement which is now live.

Hungary is a current growth market in poker with the recent *Hungarian Open* tournament attracting over 500 players. Dave “Devilfish” Ulliott, ambassador for DevilfishPoker.com is well known in the country and has been the focus of recent media attention including a magazine cover feature after making the final table of the televised *European Challenge* which was won by Hungarian Peter Gelenscher earlier this year.

Paul Barnes, CEO of the company, said, “This is a terrific step forward for us and Paramin Poker players. We’ve acquired a significant number of players and entered a new affiliate agreement with Poker Akademia which we are sure will bear fruit for both companies.

“Dave Ulliott is a bit of cult figure in Hungary and we’re looking forward to welcoming our Hungarian friends to DevilfishPoker.com where they can play with the Devilfish and maybe even relieve him of some of his cash!”

About Devilfish Gaming

Devilfish Gaming Plc 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 recognised 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 Player of the Year award. 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.

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For further information please contact brendan@devilfishgaming.com.