

# Devilfish Gaming Plc

## Online poker room builds on launch with affiliate programme and inaugural ad campaign progressing well

DevilfishPoker.com, the online poker room successfully relaunched on the Entraction network on Monday May 19, has entered the next phase of its development with the signing up of affiliates underway and the inaugural ad campaign going live in mid-June.

The strength of the brand has been demonstrated in Dave "Devilfish" Ulliott's You Tube success last week with a remix of the famous "Chocolate Rain" viral which received in its first week 40,000 hits.

### **Paul Barnes, CEO of DevilfishGaming.com said:**

*"The relaunch on Entraction was a thrilling success. It was on time, activity is encouraging, and all the trends are in the right direction. Sign-ups for our affiliate program are brisk and we go to press with our first ad campaign in the next two weeks. We're on plan and exactly where we want to be. We are looking forward to building on the firm foundations we've laid."*

### **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 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 publically quoted, having floated on London's PLUS market in March 2008. The company does not accept wagers from the U.S.

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