

## PRESS RELEASE

# Ladbrokes launches Net Entertainment's online casino games

**December 2, 2013** – Ladbrokes players will now be able to enjoy a selection of Net Entertainment's best of breed online casino games on Ladbrokes online casino network.

An initial selection of Net Entertainment's mobile Touch™ games has now been commercially launched with Ladbrokes, and the launch of desktop games will follow as planned in the very near future. Additional games will be launched on frequent basis, which deployment will be based on a phased roll out approach.

*"Ladbrokes is one of the world's leading betting and gaming enterprises and we are very pleased that our close cooperation to secure the efficient integration and commercial launch of a selection of our best of breed online casino games has been so successful,"* comments **Björn Krantz**, Chief of GMO and MD Net Entertainment Malta Ltd. *"Over the past year we have increased our presence in the UK market to continue our strategy of developing solid and long-term business growth alongside our global gaming partners."*

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**About Net Entertainment**

Net Entertainment is a premium supplier of digitally distributed gaming systems used by some of the world's most successful online gaming operators. The Net Entertainment casino is a complete gaming solution comprising both a complete management platform and a full suite of high quality games. Operators are provided a customized casino that is easily integrated ensuring short time to market and a cost efficient operation. Net Entertainment is listed on Nasdaq OMX Stockholm (NET-B). More information about Net Entertainment is available at [www.netent.com](http://www.netent.com).