



Växjö, 15/12 2008

Another Goal for Play'n GO

Play'n GO, developer of cutting-edge software and solutions for the Internet gaming industry, is excited to provide its superlative products and system integration expertise to Pokermambo.com, a joint venture between experienced gaming operator Goalventures and the Spanish sports media company Prime Time Sport in co-operation with Redbet.

Play'n GO delivers its turn key solution including a full Casino and Bingo application including Gaming Administration Toolkit, (GAT) to enable efficient back-office administration, effective marketing and systems interoperability, easily integrated with PokerMambos's online poker application delivered by Entraction.

“When it comes to online gaming entertainment, we're on the ball – from the bingo ball to the roulette ball to the football!” quips Johan Törnqvist, CEO of Play'n GO. Delivering our instant casino games, bingo and back office system to PokerMambo is another major goal for us. An increasing number of successful gaming sites like PokerMambo will opt to offer a complete line of entertainment ranging from blackjack to bingo. Play'n GO will be there to deliver the interoperable systems that facilitate the fun.”

Goalventures Ltd and Prime Time Sport, led and founded by Esteve Calzada, former Chief Marketing Officer of FC Barcelona, have partnered to launch Pokermambo.com. Pokermambo.com has a strong latino profile to attract players in the fast growing Spanish and South American market. The launch of Pokermambo.com was supported by an aggressive offline campaign around the La Liga games FC Barcelona vs Real Madrid (El Classico), Sevilla vs Villareal and Valencia vs Espanyol this past weekend. The campaign included exposure around FC Barcelona's game arena Camp Nou and in the TV broadcasts in Spanish TV channels as La Sexta.

“We are convinced that our product line and our aggressive marketing campaign will give Pokermambo.com a flying start. Following the success of our campaign during this weekend's La Liga games we have planned to sponsor the main sport events in Spain and Latin America thanks to the guidance of our great partner, Prime Time Sport “ said Chicco Merighi, President and Founder of Goalventures Ltd.

About Play'n GO

Play'n GO designs and develops top-quality online gaming applications ready for express distribution through a multitude of popular media. Invite your customers to enjoy engaging casino, bingo and lottery games directly through their Internet browsers, on their mobile phones, on interactive video terminals, and on interactive television. With a solution from Play'n GO, your customers are not compelled to endure time-consuming downloads before the fun can begin; Just click PLAY and go!

Through the comprehensive Gaming Administration Toolkit (GAT) from Play'n GO, operators manage all interactive games, customers, affiliates, payments and marketing activities through a single, all-integrating system. Open GAT for easy access to information and functions that control the vital areas of your business.

Games and other products from Play'n GO can be uniquely customized to suit your organization and the style of your brand. Trust Play'n GO for smart, speedy solutions that constitute strong, steady online gaming operations.

For more information, please contact:

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Play'n GO – The Gaming Pro

www.playngo.com

About Pokermambo.com

Pokermambo.com.com is a partnership between Goal Ventures and Prime Time Sport.

Prime Time Sport (www.ptsport.tv) is a sports management company, led and founded by Esteve Calzada (CEO), former CMO FC Barcelona and experimented executive with proven track record at sports management and at business development and international marketing in global fast moving consumer goods corporations.

Prime Time Sport develops selected strategic consultancy and business development projects with sports entities, sports rights holders, athletes and large corporations that leverage sport relationship to develop effective and unique marketing plans. Prime Time Sport client portfolio includes Spanish Tennis Federation and Davis Cup (exclusive commercial rights), Victor Valdés (FC Barcelona goalkeeper) and other leading FMCG companies.

Chicco Merighi is the President and Founder of Goalventures Ltd, a holding company based in Dublin investing in high quality projects in Sports, Media and Gambling. One of these is a successful project named Goalwin, a gambling site launched in 2008 and is already well known amongst sport fans. Chicco Merighi was also the Founder of Goal.com, the largest football website worldwide.