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**bwin.party digital entertainment plc**  
(‘bwin.party’ or the ‘Company’)

**Danske Licens Spil and bwin.party launch online games in Denmark**

bwin.party, the world’s largest listed online gaming company, today announces the launch of online poker and casino games in Denmark for Danske Licens Spil (‘DLS’), a wholly-owned subsidiary of Danske Spil A/S (‘Danske Spil’).

Owned by the Danish Government (80%), Sports Confederation of Denmark (10%) and Danish Gymnastics and Sports Associations (10%), The Danske Spil Group is one of the largest betting and gaming organisations in Europe with DKK10.3 billion of turnover in 2010. Offering a variety of gaming products in Denmark including the national lottery, numbers games, instant games as well as gambling on machines, Danske Spil has also established a large online gaming business and already has over 600,000 registered online customers.

Commenting on today’s announcement, Jim Ryan and Norbert Teufelberger, Co-Chief Executive Officers of bwin.party said:

“Building on our recent announcement regarding deals with both MGM and Boyd in the US market, this is another important milestone in the execution of our stated strategy that is focused on securing leadership positions in regulated and to-be-regulated markets. We are delighted that DLS has recognised our expertise and high standards of business practice and we look forward to building a market-leading customer offer for the Danish consumer.”

Jens Aalose, CEO at DLS, said:

"With some of the world’s leading products in online poker and casino as well as a large international customer base, bwin.party was the obvious choice for DLS. Combining this with Danske Spil’s unique and strong position in the Danish market I am confident that we will deliver a highly attractive customer experience to players in Denmark."

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press release

## **Editor's Notes**

### ***About Danske Spil***

Danske Spil is a company group comprising of Danske Spil A/S and the subsidiary company Danske Licens Spil A/S and Danske Lotteri Spil A/S. Danske Spil has 252 employees.

In the 2010 financial year, the Danske Spil Group recorded a turnover of DKK10,135 million, DKK8,489 million in Danske Spil and DKK1,714 million in Dansk Automatspil. Group profits were DKK1,481million and a total of DKK1,605 million, including a guaranteed payment from the State of DKK163 million, was distributed to stakeholders. Danske Spil's total contribution to Danish society in 2010, comprising profit for the year and government taxes, was DKK2,700million.

The Board has nine members, three of whom are employee representatives and two of whom are appointed by Sports Confederation of Denmark ('DIF') and the Danish Gymnastics and Sports Association ('DGI'). Three are elected by the general assembly. The chairman of the Board is appointed by the Minister of Finance.

### ***About bwin.party***

bwin.party digital entertainment plc (LSE: BPTY) is the world's largest listed online gaming company. The Company was formed from the merger of bwin Interactive Entertainment AG and PartyGaming Plc on 31 March 2011. Incorporated, licensed and regulated in Gibraltar, the Group has offices in Europe, India, Israel and the US and generated total pro forma revenue of €814.0m (H1 2011: €398.0m) and pro forma Clean EBITDA of €193.2m in 2010 (H1 2011: €81.9m). bwin.party is also licensed in Denmark, France, Italy and Alderney, and commands leading market positions in each of its four key product verticals: online sports betting, poker, casino and bingo with some of the world's biggest online gaming brands including [www.bwin.com](http://www.bwin.com), [www.PartyPoker.com](http://www.PartyPoker.com), [www.PartyCasino.com](http://www.PartyCasino.com) and [www.FoxyBingo.com](http://www.FoxyBingo.com). The Group's proprietary software, online gaming platforms and strong portfolio of games collectively differentiate its brands from those of competitors. bwin.party is a constituent member of the FTSE4Good Index Series, which identifies companies that meet globally recognised corporate responsibility standards.