

**bwin.party digital entertainment plc**

**Notification of Transactions of Directors/Persons Discharging Managerial Responsibility and Connected Persons**

1. Name of the *issuer*

*bwin.party digital entertainment plc*

2. State whether the notification relates to (i) a transaction notified in accordance with DTR

3.1.2R, (ii) a disclosure made in accordance with LR 9.8.6(R)(1) or (iii) a disclosure made in accordance with section 793 of the Companies Act 2006.

(i)

3. Name of person discharging managerial responsibilities/director

*Geoff Baldwin, Non-Executive Director*

4. State whether notification relates to a *person* connected with a person discharging managerial responsibilities/director named in 3 and identify the connected person

*N/A*

5. Indicate whether the notification is in respect of a holding of the person referred to in 3 or 4 above or in respect of a non-beneficial interest

*As per 3.*

6. Description of shares (including class), debentures or derivatives or financial instruments relating to shares

*Ordinary shares of 0.015p each*

7. Name of registered shareholders(s) and, if more than one, the number of shares held by each of them

*Woodside Partners, LLC*

8. State the nature of the transaction

*Purchase of ordinary shares of 0.015p*

**bwin.party**  
**digital entertainment plc**

711 Europort  
Gibraltar

P: +350 200 78700

F: +350 200 48521

E: gibraltar@bwinparty.com

9. Number of shares, debentures or financial instruments relating to shares acquired

*100,000 shares*

10. Percentage of issued class acquired (treasury shares of that class should not be taken into account when calculating percentage)

*0.01%*

11. Number of shares, debentures or financial instruments relating to shares disposed

*N/A*

12. Percentage of issued class disposed (treasury shares of that class should not be taken into account when calculating percentage)

*N/A*

13. Price per share or value of transaction

*156.62 pence each*

14. Date of transaction

*28 December 2011*

15. Total holding following notification and total percentage holding following notification (any treasury shares should not be taken into account when calculating percentage)

*100,000 (0.01%)*

16. Date issuer informed of transaction

*3 January 2012*

**If a person discharging managerial responsibilities has been granted options by the issuer complete the following boxes**

17. Date of grant

N/A

18. Period during which or date on which it can be exercised

N/A

19. Total amount paid (if any) for grant of the option

N/A

20. Description of shares or debentures involved (class and number)

N/A

21. Exercise price (if fixed at time of grant) or indication that price is to be fixed at the time of exercise

N/A

22. Total number of shares or debentures over which options held following notification

N/A

23. Any additional information

-

24. Name of contact and telephone number for queries

*Robert Hoskin, Company Secretary* +350 200 78700

**Name of duly authorised officer of issuer responsible for making notification**

***Robert Hoskin, Company Secretary***

**Date of notification**

*3 January 2012*