

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

Jim Ryan, Co-Chief Executive Officer

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

Capita IRG Trustees (Nominees) Limited

8. State the nature of the transaction

- (i) *Exercise of share option under the PartyGaming Plc Share Option Plan*
- (ii) *Receipt of shares as part of 2010 annual bonus payment deferred into shares*

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digital entertainment plc

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

143,182 shares (75,000 shares in respect of 8(i) and 68,182 shares in respect of 8(ii))

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

0.02%

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

Shares received at no cost

14. Date of transaction

3 January 2012

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

1,612,576 shares (0.19%)

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

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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