

16 December 2011

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

bwin.party Awarded Danish Online Gaming Licences

bwin.party, the world’s leading listed online gaming company, is pleased to announce that it is in the first rank of operators to be awarded online gaming licences by the Danish Gambling Authority.

Having successfully passed all financial, legal and technical tests, the Group has been awarded two separate licences, allowing it to offer online sports betting, poker and casino in Denmark from 1 January 2012. The licenced brands include bwin, PartyPoker, PartyCasino, PartyBets and World Poker Tour.

The successful licence applications and early market entry is in line with Group’s strategy to be a leading operator in all regulated online gaming markets.

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