

**Nyx Interactive AB**

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top level of gaming technology

## Press Release

### **NYX Interactive and Nordic Venture Partners agreed on a several million € investment in NYX Interactive**

**Stockholm June 28 2008:** Nordic Venture Partners, the leading Scandinavian ICT venture capital firm, today announced that it has invested several million € in NYX Interactive. The investment is a further testament to NYX being a world-class developer and supplier of online technology, and will further aid the company in the process of its international expansion.

Per von Zelowitz, partner of Nordic Venture Partners: “With our long experience within the gaming and entertainment industry, and through our earlier and successful investment in this area e.g. Essnet Interactive, Funcom.com and PlayerX, we have learned that NYX Interactive not only has a tremendous technology and product portfolio. The Company also has been able to in a very short time, less than two years, established itself as a market leader and a next generation supplier in a interactive market.

**Acknowledgement of the right strategy** “In addition to being a significant transaction in financial terms, it is also an acknowledgement that we have chosen the right direction - a strategy that allows us to create greater benefits for our customers in their gaming operations due to new, modern and flexible solutions. Furthermore, we are moving to a new level, where we will expand to become a true international company and supplier to the state-lottery operators and traditional licensed operators.” says Staffan Lindgren, CEO at NYX Interactive.

The partnership between NYX and NVP creates increased speed-to-market for NYX and enhances efficiency in the organization and the delivery capacity – full advantages of the NYX technology.

“This will lead to that we can ramp up our plans faster, which is tremendously valuable to operators. They cannot afford to be locked into inflexible and proprietary systems, with restrictions that prohibit rapid adaptation. With our new partner and the funding of the company, we can now be able to increase the time-to-market with new and existing products and services. To prevent loss of players to competitors, operators must gradually launch their game offerings faster and increase availability, which is greatly facilitated by NYX technology,” says Staffan Lindgren.

**Nordic Venture Partners** is a venture capital company with a global perspective, dedicated to world class performance through hands-on involvement and international networking, applied in a few chosen ventures with unique potential.

“The stability and scalability of the NYX platform provides a solid foundation for our investment. The systems flexibility combined with the top performing games and sophisticated marketing tools provides a significant competitive advantage to operators. We have found that the NYX system can quickly add the best gaming products in the market in an easier and simpler manner. This makes our investment in NYX more attractive and it allows them to build world-class business with a steady stream of new games and product enhancements. We add value to our portfolio companies by offering support and access to resources in key management areas, such as strategic planning, financing, recruiting of executives and board members and international business development.” says Per von Zelowitz, Partner Nordic Venture Partners.

**For more information, please contact;**

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**About NYX:** Nyx Interactive has in short time become one of the world’s leading independent and total suppliers of systems for digitally distributed gaming entertainment. Nyx Interactive develops gaming system solutions for such distribution channels as personal computers/Internet, interactive gaming terminals and digital- TV. Licensees are offered a customized gaming system, an integrated payment system and operator related services.

**About Nordic Venture Partners;** Nordic Venture Partners is a venture capital firm with a portfolio of investments in the Information and Communications Technology sector. Our objective is to identify and develop unique young companies focusing in the following areas: enterprise software and hardware, communications software and hardware and internet applications and infrastructure.