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NYX INTERACTIVE
top level of gaming technology

PRESS RELEASE

Strategic agreement – NYX Interactive supplies technology for an open business system for gaming operators in partnership with Trimark Gaming

Stockholm June 28 2008: **NYX Interactive** is implementing the earlier signed agreement with Trimark Gaming, the newest and most innovative supplier of gaming services to operators for the delivery of the market's first open business system for the management of complete digital gaming operations: NYX Gaming Account System and NYX Gaming Products

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 total solutions. Furthermore, we are moving to a new level, where we will receive income from royalties when operators use Trimark's network," says Staffan Lindgren, CEO at NYX Interactive.

The agreement between NYX and Trimark creates increased speed-to-market for operators and enhances efficiency and profitability – all advantages of the combination of NYX technology and Trimark business operational skills. The partnership facilitates gaming operators having a general system for all players, all gaming products and all distribution channels, not only digital channels. The fact that the system is also the only real open system in the market (NYX and Trimark can handle gaming products from different suppliers) is crucial to be able to offer attractive gaming venues.

"This will lead to flexibility, which is tremendously valuable to operators. They cannot afford to be locked into inflexible and proprietary systems, with restrictions that prohibit rapid adaptation. To prevent loss of players to competitors, operators must gradually broaden their game offerings and increase availability, which will be greatly facilitated by a single and open general business system," says Staffan Lindgren.

Trimark manages gaming operations for International brands, media houses, and gaming operators wishing to reduce their costs by benefiting from the economies of scale gained through business process outsourcing. Trimark also operates the International Gaming Network where, as a result of pooling, operators will receive the necessary player liquidity to succeed. The NYX Gaming System complements this

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with a complete player control and behavior analysis tool to ensure responsible gaming and help prevent fraud.

Trimark's Competitive Edge "The stability and scalability of the NYX platform provides a solid foundation for our gaming networks. The systems flexibility combined with our top performing games and sophisticated marketing tools provides a significant competitive advantage to operators on the Trimark Network. With the NYX system, we can quickly add the best gaming products in the market in an easier and simpler manner. This makes our gaming networks more attractive to operators as it allows them to build world-class gaming venues with a steady stream of new games and product enhancements," says David Dent, CEO of Trimark Gaming.

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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 Trimark: Trimark is a leading provider of gaming specialized business process outsourcing (BPO).The Company's objective is to help its clients thrive by providing comprehensive BPO solutions together with top performing games built on a foundation with the flexibility and scalability required to succeed in the rapidly changing global marketplace.