

Nyx Interactive AB

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NYX INTERACTIVE

top level of gaming technology

Press Release

Entraction and NYX Interactive launch NYX Bingo in Entraction's network.

Bingo completes Entraction's product portfolio by being a game which attracts new target groups. Finnish Bingohuone is the first with a site specially constructed for bingo players.

2008-10-20 NYX Interactive and Entraction launched the bingo network at the end of last week and first out was Bingohuone.com. Scores of players immediately logged on to the site and the Finnish language chat room was lively. Localized chat rooms are important as bingo is a rapidly expanding game where the companionship of other players is very important. Bingohuone will be using popular Finnish TV celebrities as chat room hosts and ambassadors for the site.

“With its network, Entraction is a strategically important, global partner for us and we are extremely enthusiastic about the launch of Entraction's network,” says Staffan Lindgren, CEO NYX Interactive.

Bingo is a product where NYX Interactive leads the market and which completes Entraction's product portfolio which already offers poker, casino and betting.

“Bingohuone is first out in the bingo network, but we have already signed bingo contracts with more partner sites. We can see great potential in bingo, but more than anything, it makes Entraction an even stronger supplier of online games,” says Peter Åström, CEO Entraction.

The bingo software from NYX Interactive provides localized bingo clients in the language of your choice. The bingo clients also contain popular side games such as slot machines and wheels of fortune.

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About NYX Interactive

NYX Interactive is a market-leading, independent supplier of systems for digitally distributed entertainment. NYX Interactive develops solutions for all distribution channels such as the Internet, interactive gaming terminals, mobile phones and digital TV. The company was started in 2006 and has its headquarters in Stockholm, Sweden.

About Entraction

Entraction Holding AB is an investment company in the digital gaming industry. The company owns 100% of Entraction Solutions AB and 57% of Casablanca Gaming Group. Entraction Holding AB is listed on First North and has 8 000 shareholders. The company's Certified Advisor is Remium AB.

Entraction Solutions AB is a gaming concern which offers its partners software for poker, sports betting, casino and bingo, access to the poker network and other associated services such as web design, gaming licenses, production, payment solutions, promotional tools and round-the-clock support to end-customers. The company's partners can chose a customized solution of various products or a turnkey solution where the partner is responsible for marketing. The poker network is run by a subsidiary in Malta which is licensed to market and run its own gaming enterprise and also deliver gaming services to partners in the poker network.