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www.nyxinteractive.com**NYX** INTERACTIVE

top level of gaming technology

PRESS RELEASE

NYX Interactive – Appoints new CEO

Stockholm July 01 2010:

Stockholm, Sweden – Nyx Interactive an award winning provider of innovative software solutions for the e-gaming industry, announced today the appointment of David Flynn to the role of CEO for the company.

Mr. Flynn steps into the Nyx Interactive CEO role, which had been held by Staffan Lindgren, who has recently been appointed Director on the board of Nyx Interactive AB and will on a daily basis have an increased focus on International sales and the utilisation of the newly acquired Cashball Ltd.

David Flynn previously served as Chief Operating Officer for the company since he joined in January this year. Flynn, an experienced name in the gaming industry, will focus his attention on the continued development of the Nyx Interactive business as it continues to grow and take market shares in the I-gaming space, building on its successful partnerships with WLA and commercial customers alike. Prior to Nyx Interactive, Mr. Flynn was Head of Operations at Microgaming and VP, Director of Ogame and Head of Ogame Network, the company which was acquired by bwin in 2006.

"We are tremendously pleased to welcome David Flynn into the Nyx Interactive CEO role. I have worked with David at the Board level for just a short period, and his work in positioning Nyx Interactive as a leading player in the Online Bingo and Platform Provision space has been excellent. The recent acquisitions of Cashball Ltd, together with the Award for Innovation, and a much enhanced product offering are just the first signs of the growing success that Nyx Interactive will have. Our Nyx team and Clients could have no better leader. David fully embodies the success we are building for our Clients," says Nyx Interactive Chairman of the Board, Henrik Albertsen.

Director of the board, Staffan Lindgren added his congratulations to David Flynn.

"We are thrilled to welcome David to his new role. His dynamism and passion for service and partnership have been instrumental in the direction of our company's strategy. Our innovative NYXicam™ bingo product and the flexibility of our Rapid Platform™ solution for new operators and regulated markets alike are helping to build Nyx Interactive's technology leadership in the I-gaming world stage. Further, his hands-on leadership will be invaluable in advancing the commercialisation of technologies currently being developed. "

Contact:

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About NYX

Nyx Interactive has in a 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 Internet, interactive gaming terminals and digital-TV through its Rapid Platform™ System. Licensees are offered a customized gaming system, offering the best in Back Office and CRM functionality together with integrated affiliate, payment systems, bespoke products and/or integrated content from around the world. Nyx Interactive was recently presented with the award for Innovation in Bingo at the EGR Awards 2010.