



PRESS RELEASE

AUCTIONBRINGER AND CASHBALL NETWORK SIGN AGREEMENT

Isle of Man March 23rd 2011:

Douglas, Isle of Man – Cashball, the Isle of Man based full service provider for gaming companies, today announced the signing of a strategic agreement with penny auction network AuctionBringer.com (www.auctionbringer.com). The agreement allows both parties to act as resellers to their respective partners for an undisclosed period.

Staffan Lindgren, Director for Cashball said "We are extremely pleased with this latest agreement for Cashball Network. We believe that the Penny Auction vertical is a very attractive way to acquire players to the Casino and Bingo verticals at much lower rates. By signing this strategic agreement Auctionbringer partners benefit by accessing our rapidly deployed Cashball Network solution delivering the most efficient White Label casino solution available in the market, whilst NYX Interactive, Cashball's parent company, also benefits by providing this solution to its clients assisting them to acquire increasing numbers of depositing players".

Mathias Larsson, Managing Director for Auctionbringer mentioned "We are very excited about this strategic agreement. NYX Interactive are one of the leading companies within gaming and their Cashball Network solution will be a great product for our partners. We have seen that the conversion rate from a Penny Auction to a Casino is higher compared to other products in the market. On top of that, the acquisition cost for a new customer is probably the lowest in the market. And since a Penny Auction is not considered gambling it is a way for gaming companies to use social media to attract new customers."

About Cashball

Founded in 2008 by Bonnier Gaming, Cashball was acquired in Summer 2010, by NYX Interactive. Cashball offers the ultimate in 'white label' gaming services for all types on online brand. From media companies, fashion houses and land based casinos to gaming affiliates wanting increased revenues. By delivering the best Casino software available in the market, fully licensed from the Isle of Man and integrated through the NYX Interactive Rapid Platform™, Cashball has the gaming solution for today and tomorrow.

About AuctionBringer

Founded in the UK in early 2009, Auctionbringer Ltd is the world's first B2B-provider of Penny Auction platforms. Auctionbringer offers a White Label solution for various online brands from media companies to gaming sites. The Auctionbringer Network platform was created by Cubeia limited, which is one of the leading gaming developers on the market. Auctionbringers head office is located in London, United Kingdom.

MORE

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