



02 June 2010

Dragonfish

Dragonfish signs extension with Costa Bingo

[Dragonfish](#), the independent B2B division of 888 Holdings Plc, has signed an extension to its existing agreement with Costa Bingo.

Under the terms of the agreement, which will run for an additional period of three years until July 2013, Dragonfish will continue to provide Costa Bingo (www.costabingo.com) with a comprehensive, fully managed, bingo solution.

During the term Costa Bingo will commit to a number of significant marketing projects. Costa Bingo has been highly successful through utilising innovative marketing initiatives, most notably the Free Bingo concept helped the site become one of the busiest bingo sites in the UK market.

More recently Costa Bingo has been highly successful in customer acquisition by targeting new media ahead of traditional advertising routes. This has been supported by Dragonfish and Costa modifying the bingo software, allowing players to invite friends to play via Facebook and other social networks.

Gabi Campos, Managing Director of Dragonfish, said:

“Costa has blazed a trail over the past year and shown what is still achievable in the maturing UK bingo market, and we have worked hard with them to adapt our software to deliver some highly innovative customer acquisition and retention activities. They are committing a substantial marketing investment and we look forward to helping Richard and his team grow the Costa bingo business further over the coming years.”

Richard Skelhorn, CEO, of Costa Bingo, said:

“Dragonfish has provided us with an excellent software platform and great operational support. This has allowed us to focus our skills on player acquisition, which has been really important to the business over the last ten months. We are really pleased with the first year's growth to date, and will continue to invest in the Costa Bingo brand, and look forward to launching new rooms on the Dragonfish platform this year.”

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About Dragonfish

- Dragonfish is the brand name for 888 Holdings Plc's B2B business and is a separate division within 888
- Dragonfish is a leading provider of Total Gaming Services - Games & Technology; Operations; Marketing and ePayments - with an unique heritage within one of the world's leading B2C brands, 888
- Games covered by Dragonfish include Casino, Poker, Bingo, Sports and Quickplay
- Dragonfish has unsurpassed operations and marketing knowledge in the gaming industry
- Please see www.dragonfishtech.com for further details, or contact through sales@dragonfishtech.com