



25th January 2010

Dragonfish

Dragonfish signs agreement with Lex Online Entertainment

Dragonfish (www.dragonfishtech.com), the independent B2B division of 888 Holdings Plc, today announces an agreement with Lex Online Entertainment Limited, a subsidiary of Centric Multimedia SA ('Centric'), for the provision of online casino and poker. The offering is aimed at territories in the South and Eastern European market, an area where there is significant potential for online gaming.

The two brands, www.lexpoker.com and www.lexcasino.com will launch in a variety of languages and Dragonfish will supply the casino and poker software, back office technology, fraud and risk management, e-payments processing systems and customer support (a 24/7 service including email, phone and live chat).

Centric, who engages in the distribution of multimedia and software and is listed on the Athens Stock Exchange, has significant investments in online gaming companies operating in the South Eastern European market, and has been active in the sector since 2007. Centric, which saw a 29.5% increase in turnover across the first 3 quarters of 2009 to €546.7m, will use their local expertise to market the sites through a significant multi-channel marketing campaign.

Gabi Campos, Managing Director of Dragonfish, said:

"Dragonfish has a strong track record in launching localised gaming solutions tailored for emerging markets. The decision by Lex Online Entertainment to select Dragonfish is a further endorsement of our industry leading games and back office technology. We believe that Centric Group's online gaming investment and local market knowledge, combined with Dragonfish's comprehensive online gaming operation infrastructure, skills and experience, creates a partnership that has significant potential for www.lexpoker.com and www.lexcasino.com to become leading players in the South and Eastern European markets."

Rodolfo Odoni, CEO, Centric, said:

"We are delighted that our subsidiary, Lex Online Entertainment, has selected Dragonfish as its partner to relaunch the "Lex" brands. With the technological and operational support of a very professional partner we maintain the highest expectations for rapid growth."

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Screenshots

LexCasino.com

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Εγκατάσταση

- * Τεράστια ποικιλία από συναρπαστικά παιχνίδια
- * Γρήγορες, απλές και ασφαλείς συναλλαγές
- * Δεκάδες προοδευτικά τζακποτ περιμένουν να κερδηθούν
- * ΑΜΕΣΟ bonus εγγραφής 25% και επιπλέον 75% bonus μέχρι €140, παίχοντας στο καζίνο
- * Happy Hours: Κερδίστε 10% επιπλέον bonus στις καταθέσεις σας!
- * Cash πόντοι: Η ανταμοιβή σας που παίζετε στο Lex Casino ξεκινά από το πρώτο σας ποντάρισμα
- * Ελληνικό τμήμα εξυπηρέτησης πελατών

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Κερδίστε μπόνους, πόντους συχνού παίκτη και 10% επιπλέον στο happy hour και ζητήστε την απόλυτη εμπειρία Καζίνο. Κλικ εδώ.

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About Dragonfish

- Dragonfish is the independent B2B division of 888 Holdings Plc
- Dragonfish is a leading provider of Total Gaming Services – Games & Technology; Operations; Marketing and ePayments
- Games covered by Dragonfish include Casino, Poker, Bingo, Sports and Quickplay
- Please see www.dragonfishtech.com for further details, or contact through sales@dragonfishtech.com