



Pressemelding fra Playsafe Holding AS

Playsafe Holding successfully completes acquisitions.

Sandefjord, Norway 6th July 2006: **Playsafe Holding NV, subsidiary of Playsafe Holding AS (Ticker: PLAY) has completed the acquisition of 2 online gaming companies and 4 separate online gaming websites. The integration work is now completed and the company will now focus on operations as well as completing the remaining acquisitions according to plan.**

"We are delighted to announce the successful completion of these acquisitions. We are now focussed on fine-tuning these various businesses and optimising the websites", says Atle Bie-Johansen, CFO.

After an intense few months of negotiations and continued due diligence, Playsafe is now poised to take advantage of the economies of scale of one larger operation including the elimination of redundant systems, resources and overheads.

"We have commenced the roll-out of improved operational and marketing procedures that lies at the centre of Playsafe's acquisition strategy. We are fully committed to increase profitability through improved customer acquisition programs, increased reactivation campaigns and a reduction in churn – basically running a tighter business, really", comments Bie-Johansen.

Playsafe is in the closing stages of additional acquisitions as per the original business plan and has over the past few months identified new acquisition targets for the Playsafe Group. The company has surplus capital to make strategic acquisitions at favourable mark-ups.

- "We have our war chest intact after the first round of acquisitions and are in a great position to take advantage of interesting deals that would increase Playsafe's growth rate and profitability significantly", Bie-Johansen concludes.

About Playsafe Holding AS: Playsafe Holding is the first company within the online gaming industry to be listed on the Norwegian OTC market. The operation is based on 8 online casino websites operated from the Netherlands Antilles. The company also owns a proprietary platform for offering "live games".

The company was formed based on the acquisition of internationally established operations in the online gaming industry. The company has in excess of 874,000 players from around the world. Playsafe will continue to grow through consolidation, player cross-over and further strategic acquisitions.

For more information: Contact Atle Bie-Johansen (CEO/CFO), Tel. (+47) 90 56 84 20.

This press release is publicised electronically on the website of Norges Fondsmeglerforbund, www.nfmf.no/NOTC/Default.htm