



Pressemelding fra Playsafe Holding AS

Playsafe Holding acquire a further 3 casinos.

Sandefjord, Norway 10th July 2006: **Playsafe Holding NV, subsidiary of Playsafe Holding AS (Ticker: PLAY) has completed the acquisition of Pair of Dice Ltd. The consolidation of these new businesses into Playsafe's organisation is under way and the management anticipate this to be completed later this month.**

"We are pleased to announce another successful acquisition that will see Playsafe's business take a significant step forward. We are now moving the operational aspects of these gaming sites into our existing infrastructure", says Atle Bie-Johansen, CFO.

After several months of negotiations and due diligence, Playsafe is set to take advantage of the economies of scale and operational synergies of running one larger business rather than many smaller ones.

"In a few weeks time we will have implemented all the improved operational and marketing strategies that is part of Playsafe's business plan. We expect to see the benefits from both our scale and strategies in the very short term and then we are in a position to start cross-pollinate new offerings to our customer base", comments Bie-Johansen.

Playsafe is looking for new acquisition targets for the Group, and the company has surplus capital to make strategic acquisitions at favourable rates.

- "We still have significant capital left after the latest round of acquisitions and are in discussions with several companies for additional deals. We are looking to take advantage of our unique position in this market that will see Playsafe continue to grow", Bie-Johansen concludes.

Playsafe Holding will to release pro-forma figures for Q2 in mid-August.

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 the acquisition of several 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 a substantial customer database and will continue to grow through consolidation, player cross-over and further strategic acquisitions.

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