



Press release from Playsafe Holding AS

PLAYSAFE COMPLETES ITS SENIOR MANAGEMENT TEAM

Sandefjord, Norway 17. sept 2008: The Board of Playsafe has put the final touches on a new management team to run the daughter companies and plans to take the company from its current stage of consolidation to one of rapid growth.

The management team has been further strengthened by the appointment of Clive Archer as COO, who will accompany Mike McGrath (Director of Marketing), who joined the team earlier this year. In addition, the management team has been strengthened by the appointed of a new Head of Player Services, a new Head of Affiliates and a new Head of Business Development.

The team was put together based on their respective experience and proven successful track records in order to complement existing land and internet based experience within the company and to move the company to a period of rapid growth.

The team has undertaken a thorough evaluation of brands, operations, and systems and is implementing a 90-day plan to prepare the company for rapid expansion.

Ben Johansen, CEO of Ecom Enterprise NV comments: "We don't have the luxury of being one of the first into this industry, but our timing has given us the opportunity to learn from the industry leaders and lure away some of their most talented management."

Clive Archer, the new COO brings a proven track record at the CEO/COO level with a particular strength in marketing and business development and success in running technology centered consumer businesses. He has led and consulted to major gaming clients in both the Poker and Sportsbook market, including Gaming Club, BetonSports, Carmen Media and Victor Chandler.

Mike McGrath, joined the team in Q2-08 as Marketing Director. He has proven success coming from PokerStars where he expanded their Canadian online poker business by \$20 million dollars and launched successful acquisition, conversion and retention programs. Mike has great branding skills having worked in the field of marketing since the 1970's and held executive positions with some of the world's most recognized brands like Time Magazine, American Express and IMAX Corporation.



The new Head of Player Operations, Neal Griffiths, also comes from PokerStars and has already implemented tournaments, rake changes and cashier improvements that are showing positive results.

The new Head of Affiliate Marketing, Shaun O'Neil, has been tasked with an overhaul of our affiliate business and has already improved our offering and is the power behind the aggressive new affiliate offerings.

A new brand, the Million Dollar Poker Club, has been developed and beta tested and will be officially announced at the CAP convention on September 27th. The new club is being launched with a 100% commission affiliate program, a first in the industry that lowers our launch risk whilst maximizing brand exposure.

We are testing new ways to market this brand on social networking sites through a breakthrough grass roots program that has already signed over 150,000 friends and offers daily free roll tournaments and monthly tournaments designed to maximize conversion.

In addition we have brought on a proven successful Latin America Business Development team headed up by Gio Fernandez, who has many years of experience in developing partnerships in this Continent. He will drive our expansion into Latin America where the company is developing a land based distribution structure designed to give us distinct payment system advantages and therefore player loyalty versus competition. The Business Development team has gained their hard won experience working with major gaming operators and spearheading successful operations across Latin America. They have already announced a distribution deal with the largest poker publisher in Central and South America and have begun sales activities towards more than 500 casinos and gaming rooms.

The immediate strategy is to prepare and test a large number of growth opportunities over the next 90 days, strengthen our brand benefits and then begin our rapid expansion based on proven plans and an experienced management team.

Notes to editors:

About Playsafe Holding AS

Playsafe Holding AS is a holding company specializing in investments in the online gaming industry. The company is the first company within its sector to be listed on the Norwegian OTC market (April 2006). Ecom Enterprise NV is a subsidiary of Playsafe Holding AS. Action Poker Network is an Ecom Enterprises NV product.

The company was formed based on the acquisition of internationally established gaming operations including www.actionpoker.com, www.tigergaming.com, and www.pokerincanada.com. The company has further strengthened its brand attributes and added new high profile brands like www.milliondollarpokerclub.com. The company has a strong senior management team with extensive industry experience, a substantial customer database and it will continue to grow through consolidation, player cross-over and further strategic acquisitions.

For more information:

Contact Helge Almestad (COB)
Atle Johansen (CFO)

Tel: (+47) 41 43 33 33; or
Tel. (+47) 90 56 84 20

This press release is publicized electronically on the website of Norges Fondsmeglerforbund.