



Press release from Playsafe Holding AS

LAUNCH OF THE “MILLION DOLLAR POKER CLUB”

Sandefjord, Norway 26. sept 2008: Playsafe Holding’s daughter company, Ecom Enterprise NV launches its latest addition to the Action Poker Network, the Million Dollar Poker Club.

Clive Archer, recently appointed COO of Action Poker stated, “We have big expectations for Million Dollar Poker Club and the 100% affiliate commission offer will ensure maximum exposure using some of the most powerful sites on the internet with great Google ratings without risking major marketing dollars.”

Affiliates are a strong growth engine in the industry and this 100% offering is a first. According to Mr. Archer it will make a real statement in the industry and is expected to be particularly effective as it is coupled with other strong calls to action for the players. One example is a weekly chance to earn a million dollars in the free Weekly Million Satellite tournaments.

The Million Dollar Poker Club will be launched on Saturday 27th at the CAP Euro in Barcelona, the largest affiliate convention in Europe, attracting more than 1500 affiliates, including some of the best in the marketplace.

The “Million Dollar Poker Club has broken the industry mold by offering a 100% net commission for 100 affiliates for a six month period as a cornerstone of their major new brand. We had a choice to either spend for paid advertising or pay for performance and go with the best affiliates in the industry, people we know and respect, many of which are already assisting us in our growth. This decision was a simple one that reduces risk and maximizes potential“, comments Mr. Archer.

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.

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