



Press release from Playsafe Holding AS

Strategic agreement with Funworld AG

Sandefjord, Norway 16. jan 2009: Playsafe Holding's daughter company, Ecom Enterprise NV, has signed a strategic agreement with Austrian gaming terminal manufacturer Funworld AG.

"The agreement with Funworld is an important step in our ongoing global expansion, so naturally we're excited", says Atle Johansen. "This is a mutually-beneficial alliance. We're both focused on aggressive market expansion and strategic acquisitions. Basically, we'll supply our established online poker games and casinos to the Funworld network of electronic entertainment terminals worldwide."

Playsafe numbers high-profile titles such as www.ActionPoker.com, www.TigerGaming.com and the red-hot new www.PayNoRake.com on their expanding online poker roster. Funworld is a major force in the worldwide electronic gaming field, with an international distribution network that spans 46 countries and more than 160,000 terminals sold in 20 years.

Johansen concluded that "We expect to have our games in an initial 500 Funworld terminals within six months. This will provide us with a substantial number of new players, reduce the cost of player acquisitions and increase corporate revenues. This will allow us to substantially accelerate our current expansion into Europe and Latin America. The inherent potential in all this is very promising."

The new strategic alliance will formally be unveiled on the Photo Play stand at the prestigious ICE gaming show, January 27th to 29th in London, UK.

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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