

Press Release



Announcement of other significant facts

Cooperation with Dragonfish, a subsidiary of 888 Holdings Group, for the promotion and development of online entertainment services

CENTRIC MULTIMEDIA S.A. wishes to inform investors that it has proceeded with the conclusion of an agreement with the company Dragonfish Plc, a member of 888 Holdings Plc Group, one of the biggest companies in the sector of online services, listed on the AIM stock exchange in London, through the newly created company LEX Online Entertainment Ltd, a subsidiary company of ECN HOLDINGS Ltd, member of the CENTRIC Group.

Dragonfish provides integrated Internet entertainment services to companies in the industry, offering a full range of services, including marketing services, electronic payment, transactions security and more. In particular, the agreement includes the provision on behalf of LEX Online entertainment Ltd of all services related to online casino and poker services for the languages of Southeast European countries, specifically including, beyond the original software development, technical support services, risk and fraud management, customer management and electronic payment.

Gabi Campos, Managing Director of Dragonfish, said: "Dragonfish has a strong track record in launching localised gaming solutions tailored for emerging markets. The decision by Lex Online Entertainment to select Dragonfish is a further endorsement of our industry leading games and back office technology. We believe that Centric Group's online gaming investment and local market knowledge, combined with Dragonfish's comprehensive online gaming operation infrastructure, skills and experience creates a partnership that has significant potential for www.lexpoker.com and www.lexcasino.com to become leading players in the South and Eastern European markets."

Rodolfo Odoni, CEO, Centric, said: "We are delighted that our subsidiary, Lex Online Entertainment, has selected Dragonfish as its partner to relaunch the "Lex" brands. With the technological and operational support of a very professional partner we maintain the highest expectations for rapid growth."

About Dragonfish

Dragonfish is the branded product of 888 Holdings Plc's in the B2B sector and is an independent division of 888. Dragonfish holds a leading position in the provision of integrated solutions for online games and technology, marketing and electronic payment, following in the footsteps of the company 888, one of the leaders worldwide in similar branded products in the B2C sector. Casino, Poker, Bingo, Sports and Quickplay are included in the online games offered by Dragonfish. The Company has unsurpassed operating capabilities and substantial marketing experience in the sector of online entertainment.

For further information please see www.dragonfishtech.com for further details, or contact through sales@dragonfishtech.com

About Centric

Centric has invested in online entertainment companies focusing on the provision of services in Southeast European languages, while it is also active as an importer of digital content products and services through major agreements with electronic gaming producers. In the first nine months of the financial year 2009, the Group recorded an increase in consolidated turnover by 29.5% (€546.7 million) compared to the respective period last year and has significant experience in new market penetration and diversification through investments in rapidly developing sectors. Centric Group has invested in the sector of online entertainment since 2007 and aims to become one of the major operators in this market.

For further information Investors may contact: Mrs Zoi Mihoudi, Supervisor of Investor Services and Corporate Announcements, tel. +30 210 9480000.