



Monday, December 27, 2010

Release of the Prospectus and approval of the listing of the new shares from the share capital increase of Centric Multimedia SA via contribution in kind

Centric Multimedia SA (hereinafter the "Company") announces, according to the Regulation of the European Commission (EC) No 809/2004 and Law 3401/2005, that the approved by the Hellenic Capital Market Commission (hereinafter "HCMC") as of 23/12/2010 Prospectus regarding the Company share capital increase via contribution in kind which was approved by the 2nd Repeat Ordinary General Meeting of its shareholders dated July 22, 2010 is available to the investment community.

Specifically, the 2nd Repeat Ordinary General Shareholders Meeting dated July 22, 2010 (which were the ongoing proceedings of the lawfully interrupted 2nd Repeat Ordinary General Shareholders Meeting dated 20.7.2010) approved the increase of the Company's share capital by the amount of six million five hundred seventy three thousand eight hundred seventy four Euros and sixty eight cents of the Euro (6,573,874.68) by contribution in kind of a) 396,907 shares of CD MEDIA and b) 20,904 shares of USMAR Management Ltd. The aforementioned share capital increase has been fully completed and therefore all accounting records for the transfer of the above assets to the Company have been completed according to the Company's BoD transcript dated 29/10/2010, which confirmed the payment of the amount (shares) of the share capital increase.

After the aforementioned increase the Company's share capital amounted to Euro 16,204,554.00 divided into 45,012,650 common registered voting shares of par value Euro 0.36 each.

The Prospectus of the aforementioned share capital increase of the Company, which was approved by HCMC Board of Directors as at 23/12/2010, is available to the investment community as of 24/12/2010 in electronic format at the Company's website (<http://www.centric.gr>), the ATHEX website (www.athex.gr), as well as the Hellenic Capital Market Commission website (<http://www.hcmc.gr>), pursuant to article 14 par. 2 of L.3401/2005 as in effect. In addition, the Prospectus will also be available free of charge to the investment community in hard copy upon request at Centric Multimedia SA's headquarters on 20 Makrigianni street, 183 44 Moschato, Attica.

The ATHEX BoD at its session dated 23/12/2010 approved the floating of the Company's new 18,260,763 shares on ATHEX.

On 29/12/2010 the new 18,260,763 common registered shares of the Company, which resulted from the aforementioned share capital increase, will start trading. As of the same date, namely 29/12/2010, the preopening price of the share on ATHEX will be determined according to the Athens Exchange Rulebook in conjunction with the decision No 26 of ATHEX BoD as in effect.

As of the date of floating, the new shares will be credited to the investor accounts and shareholders accounts at the Dematerialized Share System (DSS).

The new shares that will emerge from the current share capital increase will be dematerialized and will bear the right to dividend from the disposable income of 2010.

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

About CENTRIC

Centric Multimedia SA participates in companies that adapt to local markets, manage and promote online entertainment services. Centric's subsidiaries cooperate with large online entertainment providers, which are listed on the European Stock Exchanges and are licensed to provide these services from distance, in order to jointly provide and promote online gaming platforms in several languages



of the Central and Southeastern European countries. Its subsidiaries cooperate with Sportingbet PLC in the exploitation of "Sportingbet" and "VistaBet" brands, with Dragonfish Plc in the exploitation of "Lex" brands, as well as with WorldSpreads Ltd for the marketing of the website "www.spreads.gr". Centric is listed in ATHEX since 2002 and in its last FY it achieved a consolidated TTV in the region of €750m.