

22 April 2015

bwin.party digital entertainment plc

(‘bwin.party’ or the ‘Company’ and, together with its subsidiaries, the ‘Group’)

New Jersey Licence

The Board of bwin.party is pleased to announce that the New Jersey Division of Gaming Enforcement (‘DGE’) has awarded each of the Group’s wholly-owned subsidiaries, bwin.party entertainment (NJ) LLC and bwin.party (USA) Inc., a Casino Service Industry Enterprise Licence under section 92(a) of the New Jersey Control Act.

bwin.party operates New Jersey’s market leading online gaming platform that supports the Borgata Casino, Borgata Poker and partypoker brands.

Norbert Teufelberger, CEO of bwin.party commented

“Receipt of our full licence in New Jersey marks an important milestone for our US business. We believe that the path to regulation across the United States is inevitable and expect that other states will soon follow. Recognised as being the best poker software supplier and for providing the operating platform behind the best mobile gaming product (poker and casino) as well as the operator of the year in New Jersey¹, together with our partners, we are focused on delivering a safe and secure real money gaming experience for adults wishing to play games using mobile, touch and desktop channels. We have a demanding delivery pipeline which will provide our customers with further exciting content throughout 2015.”

Contacts:

bwin.party digital entertainment plc

Investors

Peter Reynolds +44 (0) 20 7337 0177

Media

Jay Dossetter +44 (0) 20 7337 0134

Notes for editors

partypoker offers a comprehensive range of tournaments and cash games including No Limit Texas Hold’em, Pot-Limit Omaha and Fixed-Limit 7-Card Stud as well as FastForward, a high-velocity fast-fold poker game. Daily poker tournaments have buy-ins ranging from \$0.10 to \$500 and guaranteed prize pools to attract poker players of all skill levels. partypoker’s tournament schedule includes the \$1 Million Guaranteed New Jersey Championship of Online Poker II as well as the marquee ‘Sunday Majors’ that feature a \$200 buy-in tournament with a \$50,000 prize pool guaranteed!

Casino games are also at the heart of the customer experience at <http://nj.partypoker.com/casino> with 105 games available, 21 of which are available on mobile and 24 of which are exclusive to the bwin.party network and cannot be played elsewhere. The portfolio includes an extensive range of table games and slots including blackjack, roulette and a host of well-known branded slots from providers such as IGT, Amaya, WMS and also High 5 Games that have been chosen to appeal to casino goers in New Jersey.

¹ 2015 EGR North America Awards

Adults in New Jersey can also experience partypoker's extensive mobile offering on iOS and Android devices on the free mobile app. Details available at <http://nj.partypoker.com/mobile/>.

Access to partypoker's real money games in New Jersey is restricted to adults over 21 years old who provide the requisite ID and the necessary geo-location data to confirm they are present in the State of New Jersey.