



## The all new partypoker.com is live!

*Phase one of exciting new product and new brand look and feel launched*

Gibraltar – 6 September 2013 – The all new [partypoker.com](http://partypoker.com) has arrived, marking a significant first step in the integration of social features into the real money gaming environment. The phase one release, which has just launched, is jam-packed with exciting new features and a fresh new look, logo and interface, mixing the best of the old with the new, in a player-friendly environment.

The first phase release of the all new partypoker.com is now available on Mac and PC in download and no download versions. The mobile product is available on Android and on iOS app for the first time, with more of the all new desktop features being introduced in a later phase. In the coming weeks a new tournament schedule will be launched – watch this space for details!

For a flavour of what's on offer, catch the exciting new partypoker [advertisement here](#).

The refreshed next generation online poker product integrates great new features into real money gaming including a 1-Click Lobby and social features such as Missions and Achievements, Friends and much more. The new poker table also now sports a smooth racetrack shape and a cleaner table. Major highlights of the phase one release of the all new partypoker.com include:

### **1-Click Lobby:**

Tailor-made games for a player all in one place! The 1-Click Lobby, unique to partypoker.com, offers the player all of their favourite games at a glance making finding a cash game or tournament to suit their style has ever been easier. With Filters and Favourites, players can highlight their preferred games and use the Favourites tab and lobby filters to narrow their search for the perfect table.

### **Missions:**

Missions give players targets to aim for, challenging them to try new things and improve their game. There's no pressure – players can go at their own pace and see where the next Mission takes them. Missions help players improve poker skills but there are also great extra rewards for completing them: cash; tournament tickets; bonuses; and more.

### **Achievements:**

Poker is about the little victories and personal milestones where a win leaves the player with a great tale to tell: it's about a player's Achievements. Every time a player collects an Achievement, it will boost their score which they can show-off to their friends via their profile page and activity feeds.

### **Friends and Profile page**

It's not only where the player goes that makes a great time, it's who they go there with as well. That's why we've made finding and making new friends easier than ever. Players can easily search

and add friends via screen name, email address or by looking up contacts from their email address book.

### **Account / Rewards / Cashier:**

We've completely revamped our other sections on the client in addition to the new features mentioned above. The account page now offers our players a one-stop location to provide a list of:

- Real Balance
- Bonuses
- Loyalty Points
- New or active promotions
- Tournament dollars
- Messages in account inbox

### **ENDS**

There will be a select number of media exclusive focus groups on the new product in the coming weeks. To express an interest in this contact: [siobhan.derrington@bwinparty.com](mailto:siobhan.derrington@bwinparty.com).

A full range of all imagery including screenshots and logos are available on [www.flickr.com/partypoker](http://www.flickr.com/partypoker)

Media Contact	partypoker	
	Warren Lush	+34 (0) 656236600
		<a href="mailto:warren.lush@bwinparty.com">warren.lush@bwinparty.com</a>
		@warrenlush

### **About partypoker**

Launched in August 2001, partypoker.com is one of the pioneers of the online poker industry and one of its most recognised brands. Every day, thousands of players take a seat at our tables to enjoy cash games, generous tournament prize pools and attractive promotions.

partypoker is a core brand of bwin.party digital entertainment plc (LSE: BPTY), a global online gaming company. The Company was formed from the merger of bwin Interactive Entertainment AG and PartyGaming Plc on 31 March 2011. Incorporated, licensed and regulated in Gibraltar, the Group also has licences in Belgium, Denmark, France, Italy, Spain and Schleswig-Holstein in Germany. With offices in Europe, India, Israel and the US, the Group generated total pro forma revenue of €801.6m and pro forma Clean EBITDA of €164.9m in 2012. bwin.party commands leading market positions in each of its four key product verticals: online sports betting, poker, casino and bingo with some of the world's biggest online gaming brands including bwin, PartyPoker, PartyCasino and Foxy Bingo

The Group's scale, technology and strong portfolio of games collectively differentiate its customer offer from those of its competitors. bwin.party is a constituent member of the FTSE 250 Index and the FTSE4Good Index Series, which identifies companies that meet globally recognised corporate responsibility standards. For more information about bwin.party, visit: [www.bwinparty.com](http://www.bwinparty.com).