



Press release, April 6, 2011

New Whitebet site launched

Redbet Holding AB's subsidiary Redbet Gaming Ltd has launched a new site under its Whitebet brand.

After several months of development work, the new Whitebet.com site has been launched. In addition to a brand new design, it offers a competitive product offering, encompassing poker, casino and sports betting.

Whitebet.com operates within the Ogame Network, one of the world's largest poker networks. Whitebet.com also offers a new casino, based on software from Net Entertainment, and sports betting has been added to the site. The new Whitebet.com site has been built on the same technology platform as Redbet.com.

Jorgen Andersson, CEO of Redbet Holding AB:

"Through our subsidiaries, we offer gaming services under a range of brands, including Redbet, Whitebet, Optibet, Gold Club Casino, Total Poker, i4poker and DoubleCardrooms. Redbet.com got a new design last year and now Whitebet.com has been revamped. Soon, our other sites will be re-designed as well, including Gold Club Casino, Optibet and Total Poker.

We are proud of our new Whitebet.com site and we are pleased to offer our customers a great gaming experience."

For questions or more information, please contact:

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About Redbet

Redbet Holding AB's subsidiaries offer poker, casino and sports betting on the Internet via www.redbet.com, www.optibet.com, www.whitebet.com, www.goldclubcasino.com, www.totalpoker.com, www.i4poker.com, and www.doublecardrooms.com. The subsidiary SIA Optibet also offers sports betting offline via betting shops in Latvia. Redbet Holding AB is listed on OMX First North in Sweden, with Mangold Fondkommission AB as its Certified Adviser.

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