



## Press release

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### CHERRY SELLS INTERNET GAMING TO SEVERAL CUSTOMERS

**Net Entertainment, Cherry's wholly owned Internet gaming product company, has signed an agreement with Sunderlands Bookmakers, Triobet, and i4Poker to deliver Internet casino games. All of these customers will use CasinoModule, Net Entertainment's Internet casino platform.**

Net Entertainment continues to perform well. "It is obvious that our customers appreciate the change of strategy to become a pure B2B-company as well as the powerful gaming solution that the CasinoModule offers" says Pontus Lindwall, CEO of Cherry. "In addition, the contracts prove that there is strong growth in the market and in new geographical areas."

CasinoModule consists of a large number of games and a powerful management platform. It provides casino games, number games, lotteries and skill based games. Net Entertainment is adopting the platform to every customer to make the end users get a unique experience. The CasinoModule is integrated into the customers existing web site and IT-system.

Net Entertainment licenses its CasinoModule on a royalty basis. The royalty is depending of the outcome of the product. The new licensees will start offering their customers Net Entertainment's games during May and June.

**Sunderlands Bookmakers** is an English betting company with 11,000 customers that will soon open its Internet site. Sunderlands has a traditional betting operation that focuses on high rollers, who will now be offered Internet gaming as well.

**Triobet** is a recently established Internet gaming company with 3,000 customers that will focus on Eastern Europe – initially Estonia, Latvia, and Lithuania. Triobet works closely in the area of betting with NordicBet, a current customer of Net Entertainment.

**i4Poker** is a poker site with 40,000 customers that will primarily address the Polish market. With its population of 40 million, Poland is a rapidly expanding market for online gaming.

Net Entertainment intends to get these customers up and running in May or June, which is made possible by the CasinoModule's unique integration interface.

Recently, Net Entertainment also started up a CasinoModule for **Azul Electrico S.A.**, a casino operator that focuses on the US market with their gaming sites [worldwidevegas.com](http://worldwidevegas.com) and [winwardcasino.com](http://winwardcasino.com), which have over 100,000 customers.

During May, Net Entertainment will start up a Casino Module for on-line gaming company **Pathfinder**, operating the site [tsc2000europe.com](http://tsc2000europe.com) with 100,000 customers. Later on, Pathfinder will start up the gaming site [pfgames.com](http://pfgames.com), which will also offer games from Net Entertainment.

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Cherry is a quoted Swedish gaming company with 3,800 shareholders. The company's B-share is quoted on the Stockholm Stock Exchange's O-list. Operations are focused on Internet gaming, casino gaming, and gaming machines. Gaming is run mainly through Betsson.com, an Internet casino and betting exchange. Gaming is run in restaurants in Sweden, on ships, and in amusement arcades via Cherry Casino. Cherry employs 800 people.