

24 November 2008

Leisure & Gaming plc

Launch of play for real poker in Italy

Leisure & Gaming plc (“L&G” or “the Group”), the online betting and gaming group, announces that it has launched real play poker to Italian customers and joined the People’s Poker Network managed by Microgame S.p.A., which has over 800,000 registered players.

Poker in Italy will be initially offered through tournaments in compliance with the Italian legislation. The People’s Poker Network offers a large range and number of tournaments to attract players.

The Group’s play for fun offering made available to players in September 2008 and poker tutorials generated good levels of interest and participation by players.

The Italian Senate approved legislation on Tuesday 18 November 2008, which allowed for up to 3,000 new betting shop licenses to be made available in the new year with a starting bid level of €85,000 per unit. The Directors consider this will not affect the business as the estate of betting shops is well established and has been stable for the last 12 months.

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