

30 April 2007

**888 Holdings Public Limited Company (“888”)**

**Q1 2007 Key Performance Indicators**

888, one of the world’s most popular online gaming entertainment companies, is pleased to provide the following Key Performance Indicators for the first quarter of 2007.

**Financial highlights**<sup>\*</sup>

888 has started the new financial year well with record turnover in Q1 2007 in both the Casino and Poker businesses.

- Net Gaming Revenue up 19% to US\$47 million (Q1 2006: US\$39 million)
- Net Gaming Revenue from Casino up 21% to US\$26 million (Q1 2006: US\$21 million)
- Net Gaming Revenue from Poker up 17% to US\$21 million (Q1 2006: US\$18 million)
- 32% increase in real money registered customer accounts to 3.9 million as at 31 March 2007 (2.9 million as at 31 March 2006).

Set out below are 888’s results for Q1 2007

**Key performance Indicators – Q1 2007**

In early January 2007, 888 introduced its popular Blackjack Casino game into the Poker platform providing its customer base direct access to its Casino games. Convergence into the unified client necessitates an adjustment to the reporting of our Key Performance Indicators. Accordingly Net Gaming Revenue (“**NGR**”) derived from any Casino game is considered as Casino NGR irrespective of platform. Any customer who played a Casino game for real money is counted as a Casino active customer and also as a Poker active customer if they also played a Poker game during the relevant period (but only counted once towards group active customers).

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\* All figures relate to non-US regions

- Net Gaming Revenue up 19% to US\$47 million (Q1 2006: US\$39 million).
- Net Gaming Revenue from Casino up 21% to US\$26 million (Q1 2006: US\$21 million).
- Net Gaming Revenue from Poker up 17% to US\$21 million (Q1 2006: US\$18 million).
- Number of Group active customers reached 205,907, an increase of 9% compared to Q4 2006
- Number of active Casino customers reached 70,769, an increase of 71% compared to Q4 2006 (as a result of the new KPI reporting)
- Number of active Poker customers reached 168,066, an increase of 14% compared to Q4 2006
- Quarterly Net Gaming Revenue per active Group customer reached US\$228, an increase of 6% compared to Q4 2006.
- Quarterly Net Gaming Revenue per active Casino customer was US\$367, a result of the new KPI reporting where Poker customers playing Casino games are also counted as active Casino customers. The result is a significant increase in Casino active customers which tend to bet, on average, less than Casino orientated customers. Nevertheless overall NGR increased 16% from Q4 2006 to Q1 2007 (compared to 9% from Q4 2005 to Q1 2006)
- Poker quarterly Net Gaming Revenue per active customer was US\$124, the same as in Q4 2006.
- As at 31 March 2007, 888 had 3.9 million real money registered customer accounts from non-US regions, representing an increase of 32% since 1 April 2006.

A trading update is provided as part of the preliminary results for the year ended 31 December 2006 released separately today.

#### **Contacts and enquiries**

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*This announcement includes statements that are, or may be deemed to be, "forward-looking statements". By their nature, forward-looking statements involve risk and uncertainty since they relate to future events and circumstances. Forward-looking*

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