



Ladbrokes & Gextech Strike Deal Around the Fantastic League™

The Internet version of the World's Leading Virtual Fixed Odds Betting Football Game to be operated jointly by Ladbrokes and Gextech.

Leading gaming solutions provider Gextech today announced that they will team up with Ladbrokes, the world-leader in the global betting and gaming market, to jointly operate the Internet version of the Fantastic League™, their innovative virtual football game.

Gextech's adaptable virtual gaming platform allows the Fantastic League™ to be channeled not only on the Internet, but also as a TV broadcast product designed for betting shops and interactive TV.

With their groundbreaking, versatile Smart Stitch® technology, Gextech are able to reproduce the complexity and excitement of team sports and provide the same betting opportunities as live football. With unparalleled 3D graphics, the league consists of 12 different teams playing matches every six minutes.

Graeme Baker, Group Chairman for Gextech said,

"We are very excited to work with Ladbrokes. As one of the leading brands in the gaming industry and with their extensive experience in online gaming, they are an ideal partner for us. "

Andy Harris, Managing Director of Games and New Channels at Ladbrokes, noted:

"Fantastic League™ is a great addition to our games portfolio. I'm sure the product will appeal to our customer base and we're really looking forward to launching it in 2008."

Notes to Editors

Gextech is a leading provider of gaming content, with offices in London, Barcelona and Malaga. Gextech offers outstanding gaming content and technological solutions on multiple platforms, including Broadcast, Internet and Mobile.

Ladbrokes plc employs 14,000 people in the UK, Ireland, Belgium, Italy, Jersey and Gibraltar. The company is comprised of Ladbrokes, the world's biggest bookmaker and operator of one of Europe's leading telephone betting operations; Ladbrokes.com, the leading betting and gaming website which has customers in over 200 countries around the world and Ladbrokes Casinos which operates the Ladbrokes Casino and Sports Bar in Paddington.

Ladbrokes is implementing its strategy for international expansion by opening up to 200 outlets in Italy by the end of 2008 and has also applied for a license in the Madrid region of Spain.

www.ladbrokes.com · www.gextech.com