

PRESS RELEASE
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NetEnt expands game content partnership for Pokerstars brand in New Jersey

NetEnt, a leading provider of online gaming solutions, has signed a license agreement with global interactive entertainment and technology company Amaya, owner of the world's most popular online poker brand, PokerStars. The agreement will see NetEnt supply desktop and mobile games to the PokerStars brand in New Jersey, USA. Amaya is an existing customer of NetEnt in Europe.

NetEnt has signed yet another important customer agreement for the regulated online casino market in New Jersey. The Company will be applying for a transactional waiver from the New Jersey Division of Gaming Enforcement to launch operations with Amaya's online poker brand, PokerStars, while its application for a full license is still under review. PokerStars recently announced that PokerStarsNJ.com will be open to the New Jersey public for real money action from March 21.

NetEnt has previously announced partnerships in New Jersey with Borgata/bwin.party, Golden Nugget, Resorts Casino, Tropicana/Gamesys and Caesars Interactive Entertainment.

"I am very pleased that we have been able to extend our successful partnership with Amaya's extremely popular gaming brand PokerStars to also include the regulated online casino market in New Jersey. PokerStars is one of the biggest online gaming power houses in the world, and the agreement is yet more proof of the trust and confidence that exist in NetEnt's operational and portfolio capabilities. I am confident that PokerStars' US player community will enjoy the enhanced player experience offered through our game portfolio," says Björn Krantz, Managing Director of NetEnt Americas LLC.

"We're pleased to extend our successful global partnership with NetEnt to the New Jersey market," said Sam Hobcraft, Director of Casino at Amaya. *"Integrating NetEnt's top tier games will be an important part of developing into one of the leaders in online casino in New Jersey."*

For additional information please contact:

Björn Krantz, Managing Director of NetEnt Americas LLC
Phone +1 646 647 5670
bjorn.krantz@netent.com

Roland Glasfors, Investor Relations, NetEnt AB (publ)
Phone +46 760 024 863
roland.glasfors@netent.com

The information contained in this press release is such that NetEnt AB (publ) is required to disclose pursuant to the Swedish Financial Instruments Trading Act and/or the Swedish Securities Markets Act. The information was submitted for publication on March 10, 2016 at 13.30 a.m. CET.

About NetEnt

NetEnt Americas LLC is a US subsidiary of NetEnt AB (publ), a leading digital entertainment company, providing premium gaming solutions to the world's most successful online casino operators. Since its inception in 1996, NetEnt has been a true pioneer in driving the market with thrilling games powered by a cutting-edge platform. NetEnt is committed to helping customers stay ahead of the competition, is listed on NASDAQ Stockholm (NET-B) and employs 700 people in Stockholm, Malta, Kiev, Gothenburg, Gibraltar and New Jersey. www.netent.com

About PokerStars

PokerStars operates the world's most popular online poker sites, serving the global poker community. Since it launched in 2001, PokerStars has become the first choice of players all over the world, with more daily tournaments than anywhere else and with the best online security. More than 145 billion hands have been dealt on PokerStars, which is more than any other site.

PokerStars.com and PokerStars.eu operate globally under licenses from the Isle of Man and Malta governments, respectively. PokerStars also holds local licenses or approvals to offer services to players in many jurisdictions, including Italy, France, Estonia, Belgium, Denmark, Spain, Bulgaria, Greece, United Kingdom, Schleswig-Holstein in Germany, Ireland, Romania and New Jersey in the United States of America.

PokerStars is the flagship brand of Rational Group, which operates gaming-related businesses and brands, including PokerStars, Full Tilt and the European Poker Tour. In 2012, 2013 and 2014, Rational Group companies in the UK and Isle of Man was recognised as one of the top 25 best places to work by the Great Place to Work Institute's Best Workplaces – Large category ranking. Rational Group entities in Costa Rica and Dublin also achieved the same accolade in their respective local rankings in 2014. PokerStars is owned by Amaya Inc. (Nasdaq: AYA; TSX: AYA).