

TR-1: NOTIFICATION OF MAJOR INTERESTS IN SHARES

1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached:

PartyGaming Plc

2. Reason for the notification (please place an X inside the appropriate bracket/s):

An acquisition or disposal of voting rights: (X)

An acquisition or disposal of financial instruments which may result in the acquisition of shares already issued to which voting rights are attached: ()

An event changing the breakdown of voting rights: ()

Other (please specify) : ()

3. Full name of person(s) subject to the notification obligation :

Prudential Plc group of companies

4. Full name of shareholder(s) (if different from 3.) :

Prudential Plc

5. Date of the transaction (and date on which the threshold is crossed or reached if different):

4 October 2007

6. Date on which issuer notified:

24 October 2007

7. Threshold(s) that is/are crossed or reached:

3%

8. Notified details:

A: Voting rights attached to shares

Class/type of shares if possible using the ISIN CODE

GI000A0ERMF2

Situation previous to the triggering transaction

Number of shares

121,849,449

Number of voting Rights

121,849,449

Resulting situation after the triggering transaction

Number of shares

Direct

Below 3%

Number of voting rights

Direct

Below 3%

Number of voting rights

Indirect

-

% of voting rights

Direct

Below 3%

% of voting rights

Indirect

-

B: Financial Instruments

Resulting situation after the triggering transaction

Type of financial instrument

-

Expiration date

-

Exercise/ Conversion Period/ Date

-

Number of voting rights that may be acquired if the instrument is exercised/ converted.

-

% of voting rights

-

Total (A+B)

Number of voting rights

Below 3%

% of voting rights

Below 3%

9. Chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held, if applicable :

Prudential Plc (parent company)

Proxy Voting:

10. Name of the proxy holder:

-

11. Number of voting rights proxy holder will cease to hold:

-

12. Date on which proxy holder will cease to hold voting rights:

-

13. Additional information:

Prudential Plc no longer has a notifiable interest

14. Contact name:

Robert Hoskin – Company Secretary, PartyGaming Plc

15. Contact telephone number:

+350 78700