

16 December 2005

PartyGaming Plc Appoints New Director of Mergers and Acquisitions

PartyGaming Plc, the world's leading online gaming company, announced today the appointment of Nigel Birrell as Director of Mergers and Acquisitions with immediate effect. Mr Birrell joins from HIT Entertainment, one of the world's leading children's entertainment companies, and will report directly to Martin Weigold, Group Finance Director of PartyGaming.

Mr Weigold said: "We are pleased to announce that Nigel has joined PartyGaming. His wealth of experience in mergers and acquisitions, especially in the entertainment business, is a valuable asset for PartyGaming. He has a demonstrable track record in overseeing and integrating numerous successful transactions during his career in investment banking and in the last six years at HIT Entertainment."

Having joined as Head of Mergers and Acquisitions in 1999, Mr Birrell was appointed to the Board of HIT in 2000 as Director of Corporate Development and Acquisitions. His other roles at HIT Entertainment included investor, analyst and public relations and he was the Board Director responsible for Guinness World Records and Fun Radio, of which he was also Chairman.

He led HIT Entertainment's acquisitions of several well-known and established entertainment brands, including Barney the Dinosaur, Thomas the Tank Engine, Guinness World Records, Art Attack, Sooty, Fireman Sam and Pingü. He also played a prime roll in devising, negotiating and establishing SPROUT, the only dedicated 24-hour digital pre-school satellite and cable television channel that was launched in the United States in September this year.

Commenting on his appointment, Mr Birrell said: "I am delighted to join PartyGaming, a young, dynamic and successful company. Online gaming is a fast moving industry that will undoubtedly provide many great opportunities for growth, both organically and through acquisitions."

Prior to Hit Entertainment, Mr Birrell, who is a qualified lawyer, was Senior Vice President in the European mergers and acquisitions group at Donaldson, Lufkin & Jenrette, now part of Credit Suisse First Boston, and also spent 10 years working in corporate finance at Dresdner Kleinwort Wasserstein.

Contacts:

PartyGaming Plc

John Shepherd, Director of Corporate Communications

+44 (0)20 7337 0100