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PartyGaming and Collectivity Launch Starluck Casino Mobile

PartyGaming Plc ("PartyGaming"), the world's leading online gaming company, today took a first step towards extending its range of distribution channels to include mobile telephony by launching its first gaming product using wireless technology.

Developed together with Collectivity Ltd, a leader in the development and distribution of mobile e-commerce applications, PartyGaming has launched Starluck Casino Mobile - a Java™ application which will transfer the full customer experience and excitement of StarluckCasino.com from the web to mobile phones.

By texting 'CASINO' to 60602 new and existing users in the UK can download Starluck Casino Mobile to their phones in a matter of minutes and then play their favorite casino games wherever a mobile phone can be used. Existing Starluck customers can use their existing online accounts while new customers can create an account directly from their mobile phones. As easy as the application is to use, strict safeguards are in place to ensure that all players accessing the casino product are over 18 years old.

In this first version of Starluck Casino Mobile, users will be able to play European Roulette and "Golden Gopher" slot machines either for cash or just for fun. Mobile versions of other games in development with Collectivity, including the world's number one poker site, PartyPoker.com, are planned to be released in the near future.

Vikrant Bhargava, PartyGaming's Marketing Director said:

"PartyGaming is delighted to have taken this first step towards exploiting this exciting new channel for its gaming products. Offering our games through mobile networks provides our customers with the freedom to play their favourite casino games whenever and wherever they want. Collectivity was a natural choice for PartyGaming given their technical expertise, keen understanding of the gaming and betting markets, and their ability to deliver the excitement of our products over the mobile phone."

Eithan Ephrati, founder and chairman of Collectivity said:

"The Collectivity team is excited to see the launch of Starluck Casino Mobile with market leader PartyGaming. Our goal is to work with forward thinking partners from the online world to help them quickly and easily extend their offerings to both new and existing customers over the mobile channel. The new generation of handsets, more powerful communication technologies and huge success of the teledmedia model - where customers can download content to their phones - all promise success for this partnership."

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About PartyGaming

Founded in 1997, PartyGaming Plc is the world's leading online gaming company and owns and operates PartyPoker.com, the world's largest online poker room. Other online gaming activities include casino, principally through StarluckCasino.com and also online bingo through PartyBingo.com.

Since 30 June 2005, PartyGaming Plc has been listed on The London Stock Exchange under the ticker: PRTY. In the year to 31 December 2004, the Group had revenues of \$601.6m and generated earnings before interest, depreciation and amortisation of \$387.8m and profit before tax of \$371.7m.

Regulated and licensed by the Government of Gibraltar, the Group has over 1,200 employees located in the head office and operations centre in Gibraltar, a business process outsourcing operation in Hyderabad, India and a marketing services subsidiary in London. The Group has customers in over 170 countries.

PartyPoker.com hosted over one billion hands of poker in 2004 and supports up to 80,000 people playing online at any one time.

About Collectivity Ltd.

Founded in 2001 and based in London, Collectivity Ltd. specialises in the development and marketing of mobile solutions for online merchants. Unlike any other company in the field, Collectivity can create and maintain fully-operative gateways between e-merchants' websites and mobile phones without integrating into the back-end systems of its partners. Collectivity has agreements with the four main mobile operators in the UK and has developed and distributed applications for the mobile betting, dating, ticketing, travel, shopping and gaming industries.