

9 March 2009

**PartyGaming Plc
("PartyGaming" or the "Group")**

White label agreement signed with DM plc

PartyGaming, the world's leading listed online gaming company, today announces that it has entered into an exclusive agreement to create a bingo and casino service for DM plc, the AIM-listed direct marketing group specialising in customer recruitment and database management in the UK.

The gaming service will be DM branded and is PartyGaming's second 'white label' agreement this year. A leader in gamecards and direct mail in the UK market with a database of several million customers, DM will promote the service through its own marketing channels.

Commenting on today's announcement, Jim Ryan, Chief Executive Officer of PartyGaming, said:

"We are pleased to announce that DM has joined our 'white label' portfolio just a few weeks after we signed an agreement with CIRSA to explore and develop online gaming opportunities in Spanish speaking countries. We look forward to the development and launch of the DM-branded casino and bingo gaming service, which conforms to our strategy to build a strong business-to-business operation by leveraging our assets and those owned by other companies."

Adrian Williams, Chairman of DM Chairman, added:

"As the UK market leader in our sector, DM welcomes this exciting opportunity to make our assets work harder by offering customers exciting and entertaining online bingo and casino games. We are delighted to be working with PartyGaming and look forward with confidence to developing a highly successful business-to-business relationship."

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Editor's Notes

About PartyGaming:

PartyGaming Plc is the world's leading listed online gaming company. Founded in 1997, the Group is a constituent of the FTSE 250 share index and the FTSE4Good Index Series, which measures the performance of companies that meet globally recognised corporate responsibility standards. PartyGaming's shares are shares listed on The London Stock Exchange under the ticker: PRTY. In the year to 31 December 2008, PartyGaming's Continuing operations generated revenues of \$472.9m. PartyGaming has two primary business areas – its business-to-consumer operations branded "Party" including PartyPoker.com, one of the world's largest online poker rooms, PartyCasino.com, the world's largest online casino and PartyBingo.com, one of the fastest growing bingo halls on the web and its business-to-business operations where the company provides services to third parties. None of the Group's sites accept real money customers located in the US.

PartyGaming is regulated and licensed by the Government of Gibraltar and by the Alderney Gambling Control Commission and is certified by GamCare as a responsible gaming operator. For more information, please visit www.partygaming.com.

About DM:

AIM-listed DM plc, formed in 2004, is a direct marketing group specialising in customer recruitment and database management. The Group gathers consumer data for use in direct marketing campaigns through the provision of response-orientated competitions (i.e. gamecards distributed via newspapers, magazines and mail). The Group generates revenues principally through responses to its competitions via premium rate telephone lines and the rental of its databases to other companies. DM has a joint venture agreement in place with AXA Sun Life.