

8 June 2009

PartyGaming Plc
(“PartyGaming” or the “Group”)

PartyGaming signs exclusive agreement with Five

PartyGaming, the world’s leading listed online gaming company, today announces that it has signed an exclusive agreement with Channel 5 Broadcasting Ltd to create a “Five”-branded bingo and casino eGaming service targeting the UK market.

The premium online service will launch in the second half of this year and will be operated by PartyGaming and promoted extensively by Five. This is PartyGaming’s fourth business-to-business deal announced in 2009.

The deal is also a major step forward in Five’s strategy to build its digital business and create new revenue streams online. Five has already launched a popular video-on-demand catch-up service, Demand Five, and has begun expansion into key vertical markets with FiveFWD, an advertiser-supported portal for young men that features content from two of the broadcaster’s key programme brands: *The Gadget Show* and *Fifth Gear*.

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

“With more than 30 million viewers each week and a household entertainment brand, Five is an important addition to our expanding business-to-business portfolio. We are confident of securing more B2B deals in the coming months as we match our eGaming talents and assets with the consumer reach of other companies around the world.”

Dawn Airey, Chair and Chief Executive of Five, said:

“Five is looking aggressively at how to expand its presence in digital media, both in terms of its core broadcast content as well as allied offerings that reflect the channel’s unique sense of dynamism and fun. We look forward to a long and prosperous partnership with PartyGaming, whose job it will be to create for Five’s audience the very best gaming experience.”

Contacts:

PartyGaming Plc

Peter Reynolds, Group Director of Corporate Affairs
John Shepherd, Director of Corporate Communications

+44 (0) 20 7337 0100

Channel 5 Broadcasting Ltd

Andrew Sholl, Head of Strategic Communications

+44 (0) 7736 364 656

Editor's Notes

About PartyGaming:

PartyGaming Plc is the world's leading listed online gaming company. Founded in 1997, PartyGaming's shares are shares listed on The London Stock Exchange under the ticker: PRTY and the Group is a constituent of the FTSE 250 share index. In the year to 31 December 2008, PartyGaming's Continuing operations generated revenues of \$472.9m and Clean EBITDA of \$144.2m. PartyGaming has two primary business areas – its business-to-consumer operations 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 sites 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. The Group is also a constituent member of the FTSE4Good Index Series which measures the performance of companies that meet globally recognised corporate responsibility standards. For more information, please visit: www.partygaming.com

About Five:

Currently well over 30 million UK viewers watch Five, the UK's fifth and final national public service broadcaster. The Five group, including digital channels Fiver and Five USA, were the only family of channels in 2008 to increase their adult share of viewing. Five also has a significant online presence with Five.tv, its recently-relaunched VOD catch-up TV service, Demand Five, and men's portal FiveFwd. Five is wholly owned by RTL Group, the largest TV and Radio Broadcaster in Europe with 39 TV channels and 29 Radio stations in 10 countries.