

28 February 2005

ukbetting plc

ODDSCHECKER LAUNCHES NEW CASINO AND POKER COMPARISON SITES

Ukbetting plc (UKB), the online gaming and content business, announces today that Oddschecker.com, the UK's largest odds comparison website, has launched two new comparison sites to cater for the rapidly expanding online casino and poker markets.

These will monitor the latest jackpots, tournaments and bonuses giving players an instant and up to the minute guide to what is happening across the most popular on-line poker and casino websites.

Following a successful soft launch the sites will roll out in March with affiliate deals in place from most leading UK and European casino and poker operators and will be available from both the oddschecker.com menu and from the urls www.online-poker-checker.com and www.online-casino-checker.com.

The sports betting comparison service, Oddschecker, now reaches over 250,000 regular monthly users and has seen year on year growth of over 40% in its sports betting affiliate revenues. It forms part of ukbetting plc's network of sports content and gaming websites, which reaches over 7 million users a month, making it the biggest online sports network in Europe.

Peter Dubens, Chairman of ukbetting plc, commented:

"Oddschecker has grown strongly since we acquired the portal in December 2003. Given the amount of traffic that is now being driven through the site, both organically and through its links with the rest of the network of sports websites, and the correlation between customers who bet on sports and play poker and casino online, the launch of a comparison portal aimed squarely at casino and poker fans was a natural progression."

-ends-

For more information, contact:

ukbetting plc

Peter Dubens, Chairman

020 7766 6909

Financial Dynamics

Edward Bridges / Juliet Clarke

020 7831 3113

Notes to Editors

ukbetting plc (AIM: UKB.L) is the UK's leading online gaming and sports content operator. Listing on the Alternative Investment Market in August 2001, ukbetting has since pursued an active acquisitive strategy and now owns and operates ten sports content sites (sportinglife.com, sportal.com, bettingzone.co.uk and TEAMtalk.com, www.rivals.net, www.football365.com, www.planetrugby.com, www.planetf1.com, www.golf365.com and www.cricket365.com), an odds comparison site (oddschecker.com) and three wagering sites (ukbetting.com, totalbet.com and goldbet.com). Through these sites it is possible to find in-depth information, and place fixed-odds bets, on a variety of sports including horse racing, football, cricket, rugby, tennis, as well as poker, casino and skills based games. In addition to these websites, ukbetting also owns Campbell's Bookmakers Ltd, which operates 7 licensed betting offices in London and the South East of England.