

**EMBARGO: 9:00am, Tuesday 1 May 2007**

**ST MINVER TO POWER YAHOO! UK'S NEW POKER WEBSITE**

1 May, 2007, St Minver and Boss Media AB today announced a new partnership with leading Internet player Yahoo! UK to expand it's online gaming presence with the launch of Yahoo! Poker. The portal is responding to the increasing demands of its expanding audience for an entertaining product within a safe playing environment. The new service offers an innovative and user-friendly experience that requires no download through a flash-only, browser based design.

St Minver is Europe's largest online games network operator and already runs Yahoo!'s successful bingo website. The new poker website is designed and built by St Minver and uses poker software from Boss Media AB, a leading developer of gaming software and member of the World Lottery Association since 2002. Yahoo! UK has also partnered with Endemol Gaming, to create exclusive video tutorials and interactive guides to help players develop their skills.

"We are delighted to welcome Yahoo! UK into Boss Media AB and St Minver's partner-based International Poker Network." says Jim Ryan, CEO, St Minver Ltd. "We have created a simple, safe and entertaining online poker offering that will be engaging for Yahoo! customers. Poker continues to be one of the most popular online card games and the introduction of Yahoo! UK in to the sector is definitely going to broaden its appeal."

Yahoo! Poker launches today at [www.yahoo.co.uk/poker](http://www.yahoo.co.uk/poker)

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### **About Yahoo!**

Yahoo! UK & Ireland is a subsidiary of Yahoo! Inc., the No. 1 Internet brand globally and the most trafficked internet destination worldwide. Yahoo! provides online products and services essential to consumers' lives, and offers a full range of tools and marketing solutions for businesses to connect with Internet users around the world. Yahoo! is headquartered in Sunnyvale, California.

### **About St Minver Limited**

St Minver is the operator of one of Europe's largest poker networks and the world's biggest bingo network and is the leading supplier of fully-managed 'white label' gaming solutions to high profile partners, including Yahoo! Games, lastminute.com, Telefonica, Virgin Games and Littlewoods. St Minver also partners with major media groups in Spain, Scandinavia, Latin America, Russia and Eastern Europe. Operating under a Gibraltar gaming license, St Minver manages player liquidity, tournaments, customer service and promotions across a European network of 96 poker, bingo and casino sites.

### **About Boss Media**

Boss Media AB (publ) is one of the world's leading independent and total suppliers of systems for digitally distributed gaming entertainment. Boss Media develops gaming system solutions for such distribution channels as personal computers/Internet, interactive gaming terminals and digital TV. Licensees are offered a customized gaming system, an integrated payment system and operator related services. The Boss Media-share is listed on the OMX Nordic Exchange list (Small Cap/IT). More information about Boss Media is available at [www.bossmedia.se](http://www.bossmedia.se).

### **About Endemol Gaming**

Endemol Gaming is a division of Endemol UK. It is focused on producing innovative products and formats for the gaming sector. ENDEMOL UK is one of the largest independent producers of TV and digital media content and is responsible annually for more than 5,000 hours of programming. For more information please go to [www.edemolgaming.com](http://www.edemolgaming.com)