

17 SEPTEMBER 2007

PLAYWIZE PLC
(“Playwize” or the “Company”)

DEVELOPMENT AND LICENCE AGREEMENT
WITH LADBROKES INTERNATIONAL

The Board of Playwize, the AIM quoted developer of software for the entertainment industry, is pleased to announce that it has signed a development and licence agreement with Ladbrokes International Ltd. (“Ladbrokes”), a wholly owned subsidiary of Ladbrokes plc, a world-leading provider of interactive betting and gaming services.

Pursuant to this agreement, Playwize will develop and licence to Ladbrokes an exclusive version of its innovative online 3-D poker for use by players on the Ladbrokes poker network. The two-year agreement provides for a contribution towards development costs in the form of a development fee and ongoing licensing fees under a revenue sharing arrangement with Ladbrokes.

Foo Katan, Chief Executive of Playwize said: “We are very excited about creating a poker room for Ladbrokes that incorporates advanced 3-D technology with our exclusive features including real-time statistical calculators, interactive tutorial and live voice chat. The agreement represents the first step in the Company’s new strategy to develop and license its online 3-D poker technology to third-party poker rooms; the Company anticipates that more similar agreements will follow.”

Colin Cole-Johnson, Director of Gaming at Ladbrokes, said: “The Playwize 3-D software has an impressive interface that is supported by unique interactive player development content, so we firmly believe this will broaden the appeal of online poker. Importantly, the new 3-D platform is fully integrated with our existing software so this will help us build liquidity”.

- Ends -

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Notes to Editors

About Playwize Plc

Playwize Plc (formerly Bits Corp Plc) is a leading developer of software for the entertainment industry. Playwize, having been a developer of games for

consoles such as Xbox, PS2 and Nintendo GameCube, is now bringing this technology to the field of online gaming. Games developed under the Playwize brand will change the look of online gaming with realistic 3-D environments and other unique features.