

Playwize PLC
13 November 2006

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PLAYWIZE PLC
('Playwize' or the 'Company')

Launch of localised French product
and
Marketing initiative in the Sunday Times

The Board of Playwize Plc, the AIM listed developer of software for the entertainment industry, is pleased to announce the launch of the fully localised French version of its premier interactive poker game, Playwize Poker.

The game can be accessed and downloaded through the Company's French facing Portal www.playwize.fr. Playwize will launch an extensive marketing effort to promote the game in France through various distribution channels.

The Company also reports that its recently launched online game, PokerWize.com, was inserted into the Sunday Times on 12 November 2006. The promotion involved the insertion of 500,000 discs for distribution in London and the South East and an opportunity for other readers to request the disc via a text messaging promotion. The supplement was highlighted by a three-day pre-promotion in The Times and the London Paper (a free newspaper published by the Times and distributed in London).

Foo Katan, CEO of Playwize, commented: 'We are delighted to launch our first fully localised version of Playwize Poker and believe that it is an important step in our entry to the European marketplace.'

'The Board is keen to raise Playwize's profile through effective marketing and we believe that yesterday's promotion in the Sunday Times proved an excellent chance to introduce PokerWize.com to a wider audience and enhance brand exposure.'

- Ends -

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