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**eBET Forecasts a 27% lift in
Full Year Profits
Following
Regulatory Approval
To Sell WMS BLUEBIRD®2 Poker Machines in NSW**

eBet has forecast full year profit of \$2.02M NPBT, a 27% increase on the previous year NPBT of \$1.5M. The key reason for this projected increase will be the sales of WMS poker (slot) machines and stronger 2nd half Systems sales.

eBet has now received full regulatory approval from the NSW Office of Liquor Gaming and Racing (OLGR) to sell the highly successful WMS *Bluebird®2* poker machines and an initial 3 Games under the provisional GLI 11 Trial Appendix to the NSW Technical standard.

Sales will commence immediately into the A\$130+million NSW poker machine market, with Initial indications being very positive over the next 5 months.

Background:

In July 2009, eBet and US-based WMS Gaming Inc., a subsidiary of WMS Industries Inc. (NYSE listed, with a stock market capitalisation of over US\$2 billion), entered into an exclusive distribution arrangement to sell WMS' wide range of leading-edge, highly successful Bluebird® poker machines and game themes.

Multi-stage field trials have successfully concluded at the Dee Why RSL Club.

Key Facts:

- NSW is Australia's largest poker machine market with over 94,000 poker machines installed, with annual total estimated sales revenue in excess of A\$130 million.
- eBet systems are connected to approximately 35,000 poker machines in NSW. This high level penetration of the gaming systems market gives eBet a large customer base with which to leverage the placement of WMS poker machines into the NSW machine market.
- eBet will utilise its established translator and market protocol technologies and experience to enable WMS poker machines to operate in the NSW gaming environment.
- WMS has an estimated 13% of the overall casino machine market in North America. However, WMS is growing its market share and achieved an estimated 35% share of the reported replacement sales for the six months ended June 30, 2009. WMS continues to grow revenue and operating profits as outlined in its 2nd Quarter Earnings Report recently released.

<http://ir.wms.com/phoenix.zhtml?c=76037&p=irol-irhome>

- WMS' success has been driven by its investment in leading-edge and highly creative gaming technology, combined with its industry-leading innovative game content. This has produced a consistent stream of products generating strong player appeal, with unique gaming features and gaming experiences which generate excellent returns for gaming venues.
- Initial focus will be on WMS' new and innovative Bluebird®2 poker machines. The Bluebird®2 poker machines are available for sale to the NSW market immediately, and will feature choices from WMS' approved game library of proven Innovation and G+, and other player appealing game themes.
- The WMS Bluebird®2 product has already generated strong pre-sale expressions of interest in the NSW market, in excess of our expectations and our first-year contractual commitments under the distribution agreement with WMS.

Tony Toohey, eBet CEO and Managing Director, said "This is a watershed approval for eBet. This approval provides eBet with an opportunity to enter into the lucrative poker machine sales market in NSW. Sales of WMS poker machines should generate significant sales and revenues, providing a new and diversified revenue stream which is complementary to our existing core systems business. We know and understand the gaming market and the customers, and we will utilise our existing established infrastructure to bring WMS products to market. WMS' innovative products will, in our opinion, have very strong player appeal, but the eBet Board has taken a conservative position in relation to the company's forecast." Mr. Toohey also said "Our 1st Half results will be lower than last year due to lower than expected systems sales, but are forecast to rebound in the 2nd Half"

Orrin Edidin, President of WMS, stated, "Our entry into the NSW market is expected to be a significant growth opportunity for WMS, as we work with the experienced eBet team to provide exciting new gaming entertainment products to gaming operators and their players. We believe players' preferences in the NSW market align well with our broad portfolio of innovative video gaming machines and our core strength of developing new player-appealing content. As such, we believe the introduction of our unique video content on our popular Bluebird®2 gaming machines, coupled with our previously announced partnership with eBet to leverage their management team's success and customer relationships, will allow us to build a meaningful position in this large market."

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About WMS

WMS is engaged in serving the gaming industry worldwide by designing, manufacturing and marketing video and reel-spinning gaming machines, video lottery terminals, and in gaming operations, which consists of the placement of leased participation gaming machines in legal gaming venues. More information on WMS can be found at www.wms.com

About eBet

eBet Limited (ASX: EBT) is a leading Australian gaming systems company that develops and markets a range of networked solutions for electronic gaming machines. It has over 800 customers, with some 55,000 gaming machines connected in Australasia. The company has operations and contractual arrangements in Australia, New Zealand, the Philippines, South Korea, Vietnam, Singapore and an online wagering division in the USA. More information on eBet can be found at www.ebetgroup.com

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