



EBET LICENCE EXPEDITES DELIVERY OF SERVER-BASED AND DOWNLOADABLE GAMING TECHNOLOGY

eBet has entered the highly prospective server-based and downloadable gaming market by taking a perpetual, exclusive licence of the relevant technology from a subsidiary of Sona Mobile Holdings Corp. of the USA (OTC BB:SNMB) for use outside North, Central and South America (including Hawaii and the Caribbean).

The Gaming Labs International (GLI) certified Sona Gaming System™ open architecture works across a wide range of mobile devices, fixed kiosks and operating systems, and its functionality provides the foundation technology for sever-based and downloadable games.

Access to this technology will allow eBet to exploit the growing global market for server-based and downloadable game product offerings which are expected to be a major growth sector in world gaming markets over the next 10 years.

eBet's CEO/Managing Director, Tony Toohey, said: "This is a key strategic opportunity for us to enter a segment of the global gaming market which, we believe, offers an exciting future. We anticipate that demand for server-based and downloadable game products will grow significantly in future years in many jurisdictions, especially the Asia Pacific and Europe. We have gained access to world-class technology in an advanced state of development at an attractive price".

"This technology which we have licensed will be of significant value to eBet in our core markets. The earnings impact on eBet will be neutral in FY 2009 during the integration and development phase, and earnings accretive thereafter", Mr Toohey said.

The technology platform is 80% developed and will be completed and commercialised under eBet's guidance. When the commecialised product is completed (expected before the end of FY 2009), the open system architecture will also allow any games content provider to port games onto our operating platform.

eBet has also taken a perpetual licence over:

1. **Sona mWager™** - a complete mobile wagering product that can be used at a fixed, wired or wireless kiosk and on mobile telephones, on-course or off-course; and
2. **Sona Media Platform™** - the first media management system to provide Push, On-Demand and Streaming delivery of video and audio media to

handheld, wireless devices (such as iPhone and BlackBerry) and personal computers.

BENEFITS:

eBet believes that the licence brings the following benefits:

1. advanced entry into Server Based and downloadable gaming technologies;
2. an association with a US-listed and Nevada licensed gaming company with market-leading technology;
3. strengthened product access across Asia and European gaming markets;
4. a stronger imprint (including for sales and distribution) in the markets of North, Central and South America;
5. compatibility of Sona mWager™ with eBet's highly successful existing wagering technology, thereby enhancing the marketing opportunities for eBet Online Inc. (eBet's on-line joint venture with the Woodham Group of Canada).

DETAILS

eBet's licence is perpetual and exclusive.

Existing eBet products will be distributed through Sona in North, Central and South America (including Hawaii and the Caribbean) on a non-exclusive basis.

eBet will complete the development of the Sona Gaming Systems (Server based & Downloadable game technology) with the assistance of current Sona technical employees. Sona will pay eBet US\$500,000 for this development.

eBet will also have an ongoing role at Sona through the provision of consultancy, development and software maintenance services, and will be entitled to receive 50% of Sona's annual Net Income Before Income Taxes.

eBet FY2008 Financial Report

eBet released to the market on, 28th August 2009 it's 4E report, indicating FY2008 revenue increased to \$29.1m from \$21.3m (pcp), EBITDA increased to \$5.3m from \$3.5m (pcp) and Underlying Operating Profit Before Tax increased to \$1.8m from \$1.2m (pcp).

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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. 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.

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