

1 March 2011

## Praesepe plc

### Award of management contract for 75 operating UK Adult Gaming Centres and trading update

Praesepe plc ("Praesepe" or "the Company" or "the Group", AIM:PRA) is pleased to announce that it has signed a contract to manage the Agora Gaming Group's ("Agora") estate of 75 operating UK Adult Gaming Centres ("AGCs"). The contract was effective as of 25th February 2011.

Agora is one of the largest UK AGC operators. The business and assets of the Agora operating AGCs were acquired by holding company Baleday Limited ("Baleday") in December 2010. Baleday has agreed that Praesepe will take on the management contract for the 75 operating AGCs, as well as a number of additional sites that could be developed into trading units at a future date.

#### Transaction Highlights:

- Praesepe awarded exclusive management contract for 75 operating AGCs throughout the UK, with the majority located within the M25
- The management contract has been signed for an initial period of 12 months
- Agreement increases Praesepe's total UK venues under management from 96 to 171 High Street gaming venues, four Family Entertainment Centres, six Bingo Clubs and an on-line bingo web site. Included in this estate are the iconic Crystal Rooms in Leicester Square and the Beacon Bingo Club in Cricklewood, the largest bingo club in the UK
- Additionally, Baleday and Praesepe have entered into an exclusivity agreement under which it is the intention of Praesepe and Baleday to agree an option for Praesepe to acquire 100% of the Agora estate at a date to be agreed during the period between 25 May 2011 and 24 February 2012

This announcement is in line with Praesepe's stated strategy to consolidate the Low Stake High Volume ("LSHV") gaming market in the UK and Europe and to build a diversified gaming group including gaming machines, bingo, and sports book/pool betting operations.

#### Trading Update

Whilst the adverse weather conditions during November and December 2010 impacted trading, the Directors remain confident that the financial results for the 52 week period ended 26 December 2010 will not be materially below market expectations. Trading has been encouraging since the year end, despite the VAT increase. The Company will release its results for the 52 weeks ended 26 December 2010 on 27 April 2011.

Nick Harding, CEO of Praesepe, said:

*"The Agora sites are an excellent development opportunity for Praesepe. They are mainly located within the M25, geographically complementing our nationwide network of Cashino venues, and occupy some excellent positions in major retail centres.*

*Taking management control of the Agora venues reflects our ability to successfully manage High Street venues and to deliver improved returns. There is considerable scope for these sites to generate further economies of scale and we can also expect the anticipated deregulation of Category B3 gaming machines, together with the roll out of our new Bingo Express™ product, to have a further positive impact on the business and the potential for future revenue growth.*

*The management contract provides us with an important opportunity to assess Agora's operating performance before proceeding to any acquisition. We look forward to finalizing the option agreement that will give us the opportunity to acquire Agora in the coming months. We believe that a full acquisition would allow us to fully integrate the two businesses and*

*generate value for Praesepe's shareholders.*

*We are the fastest growing AGC venue operator in the UK, and are now also the largest with an estate of over 7,000 gaming machines."*

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