

Mariehamn, the Åland Islands 13 November 2007

## SpeedFerries signs up as new partner with the PAF Group's b2bGaming concept

**The PAF Group today announced that the UK based fast ferry operator SpeedFerries has signed up as new partner with the PAF Group's b2bGaming concept.**

PAF Group and SpeedFerries Limited have signed a long term agreement around the PAF Group's b2bGaming concept. As from today, SpeedFerries' customers can enjoy e-gaming entertainment as a pre- and post travel service on [www.speedferriescasino.com](http://www.speedferriescasino.com).

SpeedFerries is known for being fast footed and flexible, and have reduced the ticket costs for cross channel travel. They are market leading when it comes to passenger bookings online, with as much as 98% of their bookings made over Internet.

*"We are delighted to launch another ferry partner with the b2bGaming concept. SpeedFerries is a very special and important partner for us. They are conducting business on one of the largest gaming markets in the world, i.e. UK, working out of one of the busiest harbours in Europe, i.e. Dover, as well as having most of their bookings made online. We see great potential in SpeedFerries and are confident that this partnership will enable increased revenue for both parties as well as more passengers onboard"* says Thomas Lundberg, Director for Markets & Sales at the PAF Group.

*"The partnership with PAF is another proof of SpeedFerries' commitment of finding new effective ways of extending the customer service, and increasing off ship revenue and passenger numbers onboard. The PAF Group has a unique mindset, which we really appreciate, where e-gaming is not just seen as an add-hoc gaming service, but rather as a core business facilitator. This mindset combined with the PAF Group's charity profile made our decision very simple. We are delighted to offer this new form of service for our current and future customers, which further strengthens our business concept"* says Curt Stavis, CEO at SpeedFerries.

The b2bGaming concept is a fully managed e-gaming service offered by the PAF Group. The concept allows SpeedFerries to offer their customers real digital online entertainment experiences without operating the gaming service by them selves.

*"SpeedFerries is a low cost fast ferry operator, highly influenced by the low cost airline industry. This way of extending off ship revenue as well as pre- and post travel services follows the current market development, where SpeedFerries yet again is in the forefront of "thinking outside the box" within the ferry industry"* says Anders Wiklund, Business Partnership Manager at the PAF Group.

PRESS RELEASE

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SpeedFerries will focus on promoting the service [www.speedferriescasino.com](http://www.speedferriescasino.com) through its existing customer contact channels. The day-to-day operations will be completely operated by the PAF Group.

*"More and more companies are starting to understand that e-gaming can be used as a core business facilitator. The ferry industry is already associated with gaming, and therefore online gaming is a way to extend gaming beyond the confines of the vessels. The b2bGaming concept enables cruise and ferry companies to fast and easy add another revenue stream to their business, and start receiving revenue from their customers pre and post travel the complete year, and not just the couple of hours they normally are onboard the vessels"* Wiklund continues.

*"Loyalty, CRM and website traffic are topics on the upscale in the cruise and ferry industry. The b2bGaming is an excellent evidence of this, since it's a way for cruise and ferry operators to tie their customers closer to their business and get them to come back onboard over and over again. Why not use entertainment to increase revenue and passenger numbers, since it has now become possible to do so"* Wiklund ends up.

Additional information concerning the b2bGaming concept is available at [www.b2bgaming.com](http://www.b2bgaming.com) and more information regarding PAF and SpeedFerries co-operation is available from the below contacts.

#### **Contacts**

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**The b2bGaming concept** is a fully managed e-gaming service comprising a complete games portfolio, technical and operational services as well as a gaming license. The service allows premium consumer brands to establish a profitable gaming business safely and quickly, and without having to invest time or resources in building and operating the business. The b2bGaming concept is an offering by Ålands Penningautomatförening (PAF) and a result of combining the PAF Group's e-gaming technology, PAF's operational know-how and experience as an e-gaming operator together with its 40 years of onboard gaming operations. Additional information concerning the b2bGaming concept is available at [www.b2bgaming.com](http://www.b2bgaming.com).

**The PAF Group** is a charitable gaming operator with its head office on Åland, an autonomous province of Finland. It has 40 years operating experience in land-based and shipboard, and has been an Internet gaming operator since 1999. The PAF Group employs some 400 people and has offices in Mariehamn, Stockholm, Helsinki and Tallinn. In 2006 the group's turnover amounted to approximately 83 million euro. PAF operates under a license from the Åland government. The distributable profit is in its entirety donated to good causes within e.g. the public, culture and sport sector. Additional information concerning the PAF Group is available at [www.paf.com](http://www.paf.com).