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News Release

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Absolute Poker Launches Citadel's Instant Internet Banking

BURNABY, BC, October 28, 2008 --- ESI Entertainment Systems Inc. ("ESI") (TSX:ESY) today announced that Citadel Commerce, a wholly owned subsidiary, has contracted to provide its Instant Internet Banking service to AbsolutePoker.com.

Under the terms of the agreement, the Tokwiro-owned online poker room Absolute Poker has commenced using Citadel's white label payment service under the name 'Fast Bank Transfer' to provide low cost instant online bank transfers to its players in more than 40 countries, excluding the USA.

Michael Meeks, President of ESI and Citadel said, "We are delighted to be working with Absolute Poker, a well-established name in online gaming and one of the top ten online poker rooms in the business. Our Internet banking solution provides their players with an alternative to credit and debit cards, and is a cost effective international payment solution which no other payment processor or bank can offer."

Paul Leggett, Chief Operating Officer for Tokwiro, added, "Ultimately, our aim is to improve the player experience at Absolute Poker, and the immediacy of Fast Bank Transfer will impress our players with how quick, easy and secure payments can be made."

Fast Bank Transfer allows players to pay instantly for purchased items through their internet bank account and reconciles a large network of international bank accounts and currencies.

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About ESI Entertainment Systems Inc.

ESI Entertainment Systems Inc. (TSX: ESY) is a payment technology and service provider to online and offline companies requiring localized low cost bill collection and payment services.

About Absolute Poker

Absolute Poker is dedicated to providing players from around the world with an online poker game experience that is second to none. Players worldwide can access Absolute Poker online 24 hours a day, 7 days a week from any PC or Mac and experience the best multi-player game online poker has to offer. Absolute Poker is committed to remaining the most trusted and best online poker experience, created by poker players for poker players.

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