



Trusted Software for Gaming

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News Release

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St Minver selects Citadel for its Instant Internet Banking

BURNABY, BC, October 16, 2008 --- ESI Entertainment Systems Inc. ("ESI") (TSX:ESY) a leading provider of secure payment processing services to international e-commerce industries, today announced that its wholly owned subsidiary, Citadel Commerce Corp., has contracted with St Minver Limited to provide Instant Internet Banking.

Instant Internet Banking is a revolutionary, low cost payment solution that provides the capability for international consumers to instantly and securely pay for purchased items using their internet bank account. The service encompasses a white labeled payment interface that can be easily and rapidly integrated directly into merchant sites, along with a sophisticated fully automated backend that supports and reconciles a large network of international bank accounts, handles foreign currencies, and supports international treasury management functions.

With Instant Internet Banking the consumer downloads Citadel's proprietary Payment Assistant and it is subsequently used to securely and automatically complete the required data fields and to ensure the payment is immediately credited.

'Our diversity of international clients means that we have to provide cutting edge payment solutions to allow their consumers in many countries to be able to make immediate payments', stated Sean Randall, Operations Director for St Minver. 'Citadel's approach with this unique solution has meant that we can rollout out this service quickly and easily for our clients and ultimately assist in improving the player's experience'.

'We are very pleased to have formed a strategic relationship with St Minver who have established themselves as the largest operator of European gaming networks', said Michael Meeks, President, Citadel Commerce. "We feel Instant Internet Banking provides an immediate and cost effective international payment solution which no other payment processor or bank can offer. We have been able to create a world class solution, and look forward to working with St Minver to evolve the product to suit their growing business.'

About St Minver Limited

St Minver is the operator of one of Europe's largest poker networks and the world's biggest bingo network and is the leading supplier of fully-managed 'white label' gaming solutions to high profile partners, including Yahoo! Games, lastminute.com, Virgin Games and Littlewoods. St Minver also partners with major media groups in Spain, Scandinavia, Latin America, Russia and Eastern Europe. Operating under a Gibraltar gaming license, St Minver manages player liquidity, tournaments, customer service and promotions across a European network of 96 poker, bingo and casino sites. St Minver is owned by GTECH, a leading gaming technology and services company, providing innovative technology, creative content, and superior service delivery.

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.

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