



DFNN GROUP OF COMPANIES

Via OdiSy

August 22, 2010

PHILIPPINE STOCK EXCHANGE, INC.
Philippine Stock Exchange Centre
Exchange Road, Ortigas Center
Pasig City

Attention: **Ms. Janet A. Encarnacion**
Head, Disclosure

Gentlemen:

DFNN wishes to inform the Philippine Stock Exchange, in line with the disclosure dated August 19th 2009, regarding IEST (an Investee Company of Pacific Gaming Investments), that the Board of IEST and Betfair have defined the Option Agreement for Betfair to acquire a 40% stake in IEST at a strike valuation of US\$ 15 Million enterprise valuation. The option is valid until Aug 19, 2011 and may be exercised at any time before expiry.

Please note that DFNN has been made a signatory to the Option Agreement as the listed parent company of Pacific Gaming Investments.

The Management of DFNN is studying its current investment structure into IEST and may possibly increase its holdings in IEST.


About Betfair:

Betfair is the world's largest international online sports betting provider and the world's largest betting community. As of 30 April 2010, Betfair had more than 3 million registered customers worldwide, and processed, on average, more than 5 million transactions per day on its betting exchange.

We trust that the foregoing disclosure is in order.

Very truly yours,

By:

DFNN, INC.

Patricia De Las Cagigas
Corporate Information Officer