

RATIONAL GROUP SUPPORTS CANCER RESEARCH UK'S WORLD-FIRST MOBILE PHONE GAME

ONCHAN, Isle of Man – February 4, 2014 – Cancer Research UK today launched a new mobile app called Play to Cure: Genes in Space, a ground-breaking mobile game that analyses genetic data while you play, enabling anyone to help accelerate cancer research. The Rational Group, through its corporate giving programme 'Helping Hands' is proud to be supporting the game, which will help scientists discover cancer-causing genes and develop new life-saving treatments.

Today is World Cancer Day, and as part of the Play to Cure: Genes in Space launch, Rational Group staff in London and the Isle of Man were joined by TV presenter Jeff Brazier, BBC Radio One's Dave Vitty, and a host of Team PokerStars Pros to raise awareness for Cancer Research UK and try out the game.

Team PokerStars Pro Eugene Katchalov said: "I really enjoyed playing the game and think it's amazing that by playing a video game people can contribute towards cancer research. I'm proud to be associated with PokerStars and involved in the launch of this fantastic project with Cancer Research UK."

MOBILE GAME CONCEPT

The concept started back in March 2013: two PokerStars employees were invited to join Cancer Research UK scientists and teams from Amazon, Facebook and Google to help design and develop a mobile game that would aid cancer research. It's difficult to spot gene patterns using computer programmes, but the human eye is very good at doing, so the idea for a mobile game that analyses genetic data in a fun and engaging way was born.

Rational Group Head of Corporate Giving Sue Hammett said: "As a technology company, we are very proud to see that our highly skilled workforce can have a real positive social impact through this exciting project. We are all so excited about the game – it's a unique way to help Cancer Research UK with their amazing work and great fun at the same time."

HOW IT WORKS

In the game, players have to navigate a spaceship along an intergalactic assault course to collect a fictional substance called Element Alpha. This Element Alpha represents genetic

cancer data that Cancer Research UK scientists need to analyse on a daily basis. By navigating the spaceship throughout the game, data is collected that helps scientists to discover cancer-causing genes and develop new life-saving treatments. Further information and a short video that previews the gameplay can be viewed here: <http://psta.rs/1qJn8xN>

Play to Cure: Genes in Space is available from the Apple App Store and Google Play for Android. For further information, please visit: www.genes-in-space.org.uk

About The Rational Group

The Rational Group operates gaming and related businesses and brands including PokerStars, Full Tilt Poker, the European Poker Tour, PokerStars Caribbean Adventure, Latin American Poker Tour and the Asia Pacific Poker Tour. These brands collectively form the largest poker business in the world, comprising online poker games and tournaments, live poker competitions and poker programming created for television and online audiences. In addition to operating the two largest online poker sites, the group is also the largest producer of live poker events around the world. More than 800 live tournaments are held annually, awarding over \$215 million in prize money. More than 50,000 players compete in flagship Main Event tournaments every year, representing over 100 different countries.

Rational Group's businesses are among the most respected in the industry for delivering high-quality player experiences, unrivalled customer service, and innovative software. The Group employs industry-leading practices in payment security, game integrity, and player fund protection. The Rational Group holds more online poker licenses than any other e-gaming company, and works closely with regulators around the world to help establish sensible global regulation. The group has a truly international presence, with more than 1,500 employees in over 20 locations around the world. There are major service and support offices in Isle of Man, London, Ireland, Costa Rica, Australia, Spain, Italy, France and Malta, offering customer support in 29 languages.

About Cancer Research UK

- Cancer Research UK is the world's leading cancer charity dedicated to saving lives through research
- The charity's pioneering work into the prevention, diagnosis and treatment of cancer has helped save millions of lives.
- Cancer Research UK receives no government funding for its life-saving research. Every step it makes towards beating cancer relies on every pound donated.
- Cancer Research UK has been at the heart of the progress that has already seen survival rates in the UK double in the last forty years.
- Cancer Research UK supports research into all aspects of cancer through the work of over 4,000 scientists, doctors and nurses.
- Together with its partners and supporters, Cancer Research UK's vision is to bring forward the day when all cancers are cured.

For further information about Cancer Research UK's work or to find out how to support the charity, please call 0300 123 1022 or visit www.cancerresearchuk.org. Follow us on [Twitter](#) and [Facebook](#)