



Press release

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CHERRY FORECASTS POSITIVE FUTURE FOLLOWING THE GOVERNMENT'S DECISION ON INTERNET POKER

Cherry, owners of the English gaming company Betsson welcomes the Government's decision to give Svenska Spel the go-ahead to start an Internet poker service.

- "Through this decision the monopoly is weakened further, as communicated by legal experts in a paper released from the Gambling Commission" says Pontus Lindwall CEO for Cherry.

The decision is expected to lead to an increased demand and an increased interest in online poker.

– "The decision will benefit the poker operations of Betsson, since Betsson has much higher pay out ratios and service levels than Svenska Spel, together with far more experience in internet games" says Pontus Lindwall. – "However, one is surprised how Svenska Spel and the Government are not afraid to increase gaming interest in this country" concludes Pontus Lindwall.

In addition, Cherry and Betsson have applied for permission from the Government to run amongst other things, online poker.

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Cherry in brief

Cherry is a listed Swedish gaming company with approximately 4,400 shareholders.

The company's B-shares are listed on the Stockholm Stock Exchange's O-list.

The business specialises in Internet and casino gaming as well as gaming machines.

The main gaming operations are run in restaurants in Sweden,

on vessels trafficking Northern Europe and the Mediterranean,

in amusement halls in Denmark, in shopping centres in Chile,

and via Internet casinos and the Betsson.com betting exchange on a global market.

Cherry employs about 800 people.

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