



Press release

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The new Betsson has been launched

Cherry's Internet gaming site Betsson, today launched its new site as well as a new corporate profile that meets the demands placed on larger gaming companies. In connection with the launch, Betsson will also increase its market presence in a number of geographical locations aiming to further increase growth and challenge the national gambling monopolies.

The process of developing the new Betsson has taken more than 9 months and is a huge step forward for the company that already has over 250,000 customers. Apart from a completely new design, customers will also experience a number of significant improvements, e.g. loyalty programs, a ranking system, a cleaner gaming environment as well as 24/7 telephone support.

The new Betsson has also been developed in order to offer additional products that the company is planning to launch during the year. A new slogan "What's your thrill?" highlights the company's ambition to offer excitement to all types of players.

Anders Holmgren, CEO of Betsson says, "The new site and new corporate profile is only the start of what we have planned for the year".

"I am really looking forward to Betsson now being able to seriously challenge the national monopolies as I believe that they still hold an unjustifiably large market share", says Pontus Lindwall, CEO, Cherry.

Cherry acquired the remaining shares of Betsson at the beginning of 2005. Betsson has experienced very strong growth and now has over 250,000 registered customers. Betsson is part of the world's largest poker network.

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Cherry is a publicly traded Swedish gaming company with around 4,400 shareholders. The company's B-share is listed on the Stockholm Stock Exchange's O-List. Operations are concentrated mainly in online, casino and machine gaming.

Gaming operations are primarily run via the online casinos and the betting exchange Betsson.com. Through Cherry Casino, gaming operations are run in restaurants in Sweden, on cruise ships and amusement halls. Cherry employs approximately 800 people.