



Press Release

Cherryföretagen AB (publ)
Stockholm, 7 April 2006

Cherry splits up Cherry Casino in June

Further to previous announcements the board of the Cherry Group will suggest at the next Shareholders meeting that the Company is split up into three separate parts:

- Betsson – currently Cherry Online with online gaming via Betsson and Internet Casinos.
- Net Entertainment – Development and Selling/Licensing of Games and Game Systems.
- Cherry Casino – Traditional Casino games and Gaming Machines found in Sweden, Denmark and on Ferries.

The board has concluded that Cherry Casino could be split out during June 2006 and that Net Entertainment could be split out as listed during the Autumn of 2006. The decision regarding the division will be made at an extra Shareholders meeting at a date to be announced.

A split demands the approval of the Major Shareholders. The invitations regarding each Shareholders meeting shall be announced following completion of a detailed plan to be drawn up in the near future by the Board. The proposal of the split is supported by the equivalent of 70 per cent of the votes. Over time, pending the approval of the proposal, the Board of Directors are evaluating strategic options in order represent the best interests of the Shareholders.

For further information, contact:

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Cherry is a publicly traded Swedish gaming company with around 3,800 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.

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