



## Press release

Cherryföretagen AB (publ)  
Stockholm, Sweden, 8 June 2006

### **BETSSON ANNOUNCED AS SWEDEN'S BEST ONLINE GAMING SITE 2006**

At Internetworlds yearly event Top 100, where Sweden's best online sites are seeded, Betsson was chosen to be the best Swedish website in the category of Sport and Gambling.

In competition with other prominent gambling sites, Betsson was seen to have an innovative interface, realistic gaming, high clarity and general good design.

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Cherry is a quoted Swedish gaming company with 3,800 shareholders. The company's B-share is quoted on the Stockholm Stock Exchange's O-list. Operations are focused on Internet gaming, casino gaming, and gaming machines. Gaming is run mainly through Betsson.com, an Internet casino and betting exchange. Gaming is run in restaurants in Sweden, on ships, and in amusement arcades via Cherry Casino. Cherry employs 800 people.

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