



## Press Release

Cherryföretagen AB (publ)  
Stockholm, 22 June 2006

### Cherry splits up Cherry Casino during the summer

Further to previous announcements the board of the Cherry Group will suggest at upcoming EGMs 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 Internet Gaming Systems.
- Cherry Casino – Traditional Casino games and Gaming Machines found in Sweden, Denmark and on Ferries.

The board has communicated that a decision to spin out Cherry Casino probably would be made during June. As a result of formality matters regarding the building of the new company Cherry Casino, such as registration of company name etc, the decision will not be formally made during June. The board of Cherry believes that a decision will be made during the summer of 2006.

For further information, contact :

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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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