

Press Release
Betsson AB (publ)
Stockholm, 12 July 2006

Betsson – New and old gaming company on the stock exchange

Cherry has now fully changed names to Betsson.

The board has decided that the two parts of the company named Cherry Casino and Net Entertainment will be distributed to the shareholders as dividend.

For further information, please contact:

Pontus Lindwall, President and CEO, Telephone +46 8-556 967 10, +46 708-27 51 55,
pontus@betsson.com

Betsson 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 (BETS). Operations are focused on Internet gaming, casino gaming, and gaming machines. Internet gaming is run mainly through betting exchange Betsson.com and Internet casinos. Gaming is run in restaurants in Sweden, on ships, and in amusement arcades via Cherry Casino. Cherry employs 800 people.

Post- och besöksadress Mail- and Visiting address BETSSON AB (publ) Birger Jarlsgatan 57 B, 113 56 Stockholm, Sweden	Tel/Phone Fax +46 8 506 403 00 +46 8 735 57 44	Styrelsens säte Registered office Stockholm, Sweden	E-mail info@cherry.se http://www.cherry.se	Org. nr./ Momsreg.nr Company ID / VAT reg.no. 556090-4251 SE556090425101
---	---	--	--	---