

PRESS RELEASE

Betsson AB (publ)
Stockholm, 6 september 2006

DECISION TO DISTRIBUTE ALL SHARES IN CHERRYFÖRETAGEN AB (PUBL) TO THE SHAREHOLDERS

The Extraordinary General Meeting in Betsson AB (publ) ("Betsson") has today decided to distribute all shares in the subsidiary Cherryföretagen AB (publ) ("Cherryföretagen") as dividends to the shareholders in Betsson.

The extraordinary general meeting decided that the record date for distribution of shares in Cherryföretagen will be Monday, September 11, 2006. The last day for trading in the Betsson shares including the right to distribution of shares in Cherryföretagen is September 6, 2006. The distribution is in accordance with what is referred to as Lex ASEA rules, which means that the dividend is not subject to tax in Sweden for both Betsson and the shareholders in Betsson.

The share distribution means that every 10 shares of series A in Betsson will entitle the holder to one share of series A in Cherryföretagen, and every 10 shares of series B in Betsson will entitle the holder to one share of series B in Cherryföretagen.

Shares in Cherryföretagen will be noted at "Aktietorget". They are expected to be noted on the first trading day, Tuesday September 12, 2006.

Gunnar Lind is President and CEO of Cherryföretagen and as a result of the distribution of Cherryföretagen he will leave his position as Vice President of Betsson.

Board member Anders Holmgren has announced that he wishes to resign from the Board of Directors of Betsson. Until the annual general meeting 2007, the Board will consist of six members and no deputies. Anders Holmgren has been a member of the board in Betsson since 2005. The reason behind Anders Holmgren's resignation is difficulties to combine his current employment abroad with Board of Directors duties in Betsson.

To illustrate the effects of the distribution of Cherryföretagen on Betsson, the pro forma income statement and balance sheet in summary for Betsson as of June 30, 2006 are included as an annex to this press release.

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Betsson is a Swedish gaming company with approximately 3,800 shareholders. The company's B-shares are listed on the Stockholm Stock Exchange's O-list. The business specialises in Internet gaming, mainly through Betsson.com and CasinoEuro.com. Betsson is also a supplier of internet gaming systems through Net Entertainment.

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BETSSON PRO FORMA IN SUMMARY

The income statement, balance sheet and key business ratios are shown below according to the latest released interim report of June 30, 2006, as well as a pro forma income statement, balance sheet and key business ratios in brief for Betsson as of June 30, 2006. The pro forma statement has been drawn up to illustrate how the Betsson Group could have looked today if the Cherryföretagen Group had been created and issued as of January 1, 2006 for the income statement pro forma, and as of December 31, 2005 for the balance sheet pro forma.

Consolidated income statement (SEK millions)	Acc. Interim Report	Pro forma
	1 january - 30 june 2006	1 january - 30 june 2006
Revenues	265.8	165,1
Capitalized development costs	3,3	3,3
External expenses	-180,2	-122,0
Personnel expenses	-68,7	-33,7
Depreciation	-13,0	-7,9
Other operating expenses	-0,9	-0,9
Operating expenses	-259,5	-161,2
Operating profit/loss	6.3	3,9
Financial items	-2,7	-2,2
Profit/loss before tax	3,6	1,7
Tax	-1,8	-1,2
Profit/loss after tax	1,8	0,5
Attributable to:		
Parent company's shareholders	1,9	0,5
Minority interest	-0,1	0,0
Consolidated balance sheet (SEK millions)	Acc. Interim Report	Pro forma
	1 january - 30 june 2006	1 january - 30 june 2006
Intangible assets	398,2	394,6
Tangible assets	32,9	4,5
Other long-term receivables	2,2	1,8
Deferred tax receivables	0,7	0,0
Inventories	1,7	0,0
Current receivables	87,6	59,9
Cash and liquid assets	63,5	44,2
Total assets	586,8	505,0
Equity	481,1	434,8
Long-term interest bearing liabilities	12,7	0,0
Deferred tax liabilities	13,9	13,5
Current interest bearing liabilities	0,9	0,0
Other current liabilities	78,2	56,7
Total equity and liabilities	586,8	505,0
Key ratios, Group	Acc. Interim Report	Pro forma
	1 january - 30 june 2006	1 january - 30 june 2006
Profit per share after taxes (SEK)	0,05	0,01
Profit per share after tax, after dilution	0,05	0,01
Equity per share (SEK)	12,09	10,98
Equity per share after dilution (SEK)	12,09	10,98
Operating margin (percent)	2,4	2,3
Profit margin (percent)	1,4	1,0
Equity/assets ratio (percent)	82	86
Quick ratio (percent)	191	183
Average number of employees (full-time equivalents)	268	98
Number of employees at end of period	750	111