

Press Release  
Betsson AB (publ)  
Stockholm, Sweden, 16 October 2006

**BETSSON CLOSED TO AMERICAN CUSTOMERS**

**Betsson's subsidiary - Betsson Malta Ltd. - has since October 13 removed the possibility for American Customers to play on its Casino sites. Betsson's other sites were already closed to American customers. The reason for the change is the introduction of a new Law in America, preventing its citizens from engaging in Online Gaming Sites.**

The turnover from customers in America accounts for less than three percent of the total turnover from all sites operated by Betsson Online. The American market has never been a priority for Betsson who focus their marketing activities within Europe.

For additional information, please contact:  
Pontus Lindwall, CEO, +46-8-556 967 10, +46-708-27 51 55,  
pontus@betsson.com

Betsson is a listed Swedish gaming company with approximately 3,600 shareholders. The company's B-shares are listed on the Stockholm Stock Exchange (BETS). 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, to other gaming companies. Betsson employs about 150 people