

Press release

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

NOTICE OF EXTRAORDINARY GENERAL MEETING TO CHANGE THE ARTICLES OF ASSOCIATION

The board proposes an extraordinary general meeting to change the articles of association to reflect change of the company's operations after the dividend of the shares in Cherryföretagen AB.

Shareholders in Betsson AB (publ) are hereby called to an extraordinary general meeting on Tuesday the 31 October 2006 at 11.00 at the company headquarters, Birger Jarlsgatan 57B, Stockholm, Sweden.

Shareholders who wish to participate in the meeting shall:

- be entered in the share register kept by VPC AB by Monday, 25 October 2006
- and be registered as meeting participants no later than Monday, 27 October 2006

Registration as a participant shall be submitted in writing to the company at Birger Jarlsgatan 57B, SE-113 56 Stockholm, Sweden, by telephone +46 (0)8 506 403 00, by fax +46 (0)8 735 57 44 or by email info@betsson.se. The following should be stated when registering: name, social security number or corporate identification number, address, phone number, shareholdings stating allocation between the different classes of shares, and the number of legal representatives (no more than two). If participation is made by proxy, it should be submitted when registering for the general meeting.

In order to be able to participate in the general meeting, nominee shareholders must temporarily register their shares in their own name. Shareholders who wish such re-registration must inform their fund manager of this in good time before 25 October 2006.

Proposed agenda

1. Electing a meeting chairman
2. Drawing up and approving the voting list
3. Approving the agenda
4. Electing one or two minute verifiers
5. Confirming that the meeting was duly convened
6. Decision to change the articles of association

Proposed resolution

Decision to change the articles of association (6)

The board suggest the general meeting to change the company act in the articles of association to reflect the company's operation after the dividend of the shares in Cherryföretagen AB.

The board's suggestion for new company act reads:

"Bolaget har till föremål för sin verksamhet att genom dotterbolag utveckla, distribuera och marknadsföra programvara och system för spelbranschen, att genom dotterbolag tillhandahålla konsulttjänster inom informationsteknologi och digital kommunikation, att äga och förvalta aktier eller andelar i bolag som bedriver spel, att äga och förvalta fast och lös egendom samt att bedriva annan härmed förenlig verksamhet. Bolaget skall inte självt bedriva spelverksamhet."

The non official translation reads:

"The objective of the company's operation is to develop, distribute and market software and systems for the gambling industry via subsidiary companies, to supply professional consulting services within information technology and digital communication via subsidiary companies, to own and administer stocks and shares in companies practicing gambling activities, to own and administer chattels and real estate and hereby associated operations. The company shall not practice gambling operations on its own."

THE BOARD OF DIRECTORS

For further information, please contact:

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Betsson is a listed Swedish gaming company with approximately 3,600 shareholders. The company's B-shares are listed on the Nordic Exchange, Small Cap (BETS). The business specializes 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.

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