

Press Release

Betsson AB (publ)
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NET ENTERTAINMENT IS AWARDED

Betsson's fully owned subsidiary Net Entertainment, which develops and licenses online games has been awarded, by the magazine International Gaming & Wagering Business as one of the top 20 international gaming products during 2006, for its product CasinoModuleTM.

The top 20 products were selected by a panel of independent judges on the basis of innovation, efficiency, ease of use, end-user value, adaptation/integration, long-term value and revenue potential.

"Our licensees are well familiar with the benefits offered by CasinoModuleTM such as market leading games and the powerful and user friendly management system, both of which are imperative for a successful online casino operation. We are delighted to be the only vendor within our segment to receive an official recognition that we have one of the world's best gaming products", says Johan Öhman, CEO at Net Entertainment.

The award will be presented the 24th of January during a ceremony at the International Casino Exhibition (ICE) in London. ICE is the most important gaming exhibition in Europe which gathers all major participants of the industry once a year.

Net Entertainment has recently issued a new release of the CasinoModuleTM which includes six new games, of which one is Roulette. Focus has been to develop the sound and movement of the wheel and all ball movements to create as realistic and authentic gaming experience as possible.

"Net Entertainment continues to show its brilliant competence in developing online games, and the new games, especially the roulette, enforces this statement. The award from International Gaming & Wagering Business cannot be misunderstood." says Pontus Lindwall, CEO and Director of Betsson AB (publ).

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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.