

Press Release
Betsson AB (publ)
Stockholm January 18, 2007

RECORD HIGH RESULTS FOR FOURTH QUARTILE
- preliminary operation income increase 179% to 34.9 msek

On the ground of a substantial increase of the revenues and the income, the board of Betsson has decided to issue this advance notification. For the fourth quartile 2006 the Betsson group shows preliminary revenue of 132.9 msek (68.6 msek) and operational income of 34.9 msek (12.5 msek). That is, respectively, 94 percent and 179 percent higher than corresponding quartile 2005.

Business area Betsson Online increased its revenue preliminary to 110.3 msek (54.2), an increase of 103 percent. Even the operational profits reached a new all time high and increased preliminary with 215 percent to 24.9 msek (7.9).

Number of active customers at Betsson Online increased with 46 percent to 92 600 compared to 63 300 previous quartile. Betsson Online had at the end of 2006, 543 600 customers.

"Our educated guess is that Betsson has developed much better than expected by the market, therefore we have decided to communicate this information. We expect a continued strong growth for 2007", says CEO Pontus Lindwall.

Business area Net Entertainment, which develops and licenses online games to gaming companies, increased its revenues during the fourth quartile with 48 percent to 30.3 msek (20.4). The operating income increased during the same period with 36 percent to 12.7 msek (9.3).

Betsson definite year end press release for 2006 will be published as earlier communicated, Wednesday the 21st of February, 2007.

Summary of the group		2006 Q4	2005 Q4	Full Year 2006	Full Year 2005
Revenues	Betsson Online	110.3	54.2	311.5	154.6
	Net Entertainment	30.3	20.4	99.1	69.2
	Group-wide	2.9	0.1	8.7	0.4
	Group eliminations/ -adjustments	-10.6	-6.1	-32.5	-21.0
	Group	132.9	68.6	386.8	203.2
Operating Income	Betsson Online	24.9	7.9	28.0	16.7
	Net Entertainment	12.7	9.3	40.9	35.9
	Group-wide	-2.7	-4.7	-9.7	-12.0
	Group	34.9	12.5	59.2	40.6

For additional information contact:

Pontus Lindwall, CEO and Director Betsson AB (publ), phone: +46 8-556 967 10 or +46 708-27 51 55,
pontus@betsson.com

Betsson-group

Betsson AB (publ) owns gaming companies within Betsson Online and the game developer Net Entertainment AB. To clarify the investment options to the financial market and customers Betsson AB is planning to distribute Net Entertainment to the share holders during the first quartile 2007. In relation to the spin out of Cherry Casino in September 2006, Cherryföretagen changed name to Betsson. Betsson AB (publ) is listed on the Nordic List, Small Cap

Betsson Online

Betsson Online develops and operates games to end customers. The business area operates Betsson.com, CasinoEuro.com and CherryCasino.com. The biggest games are poker, casino, sports games, lottery and sports betting. The customers mainly originate from Scandinavia, Turkey and other parts of Europe.

Net Entertainment

Net Entertainment develops and distributes games and game systems for online gambling companies. Net Entertainment's main product is the CasinoModule™. The company has about 40 customers whereof most are situated in Europe.

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@betsson.se http://www.betsson.se	Org. nr./ Momsreg.nr Company ID / VAT reg.no. 556090-4251 SE556090425101
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