

Press Release

Betsson AB (publ)
Stockholm January 26, 2007

CHANGES TO THE BOARD

Straumur Burdaras representative at Betsson AB (publ) Board of Directors – Skuli Valberg Olafsson –resigns at his own request from the board. The reason for the resignation is that Olafsson's responsibility as COO at Straumur Burdaras Investment Bank has increased significantly, which limits Olafsson from engaging in the work of the board as much as required.

Straumur Burdaras has proposed to the Election Committee that Emil Sunvisson is elected to the board, as member and as Straumur Burdaras representative, at the next Extraordinary General Meeting or at the next Annual General Meeting. Awaiting the election Emil Sunvisson is proposed to become co-opted member of the board.

Emil Sunvisson was born 1971 and operative as CEO in Scandcap AB and financial advisor for Straumur Burdaras Investment Bank. Sunvisson is also member of Cherryföretagen AB (publ) Board of Directors.

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.