

Press Release

Betsson AB (publ)
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NEW LEGISLATION IN TURKEY AGAINST ONLINE GAMING

Betsson has previously communicated information stating that Turkey is introducing legislation against online gaming. The Turkish market represents approximately 20 percent of Betsson Online's revenues and 15 percent of Net Entertainment's revenues.

Betsson believes the legislation will take effect within a short time. Despite the legislation Betsson' partner will be able to continue operations towards Turkey. Technical solutions to support the operation have already been developed.

The proposed legislation, of which the purpose is to protect the partially state owned gaming company IDDA, is according to legal expertise a serious offence according to the agreement between Turkey and EU. The reason for the agreement is to regulate Turkey's path to potential EU-membership.

"We hope the legislation can be positive to us. Protectionistic legislation has shown to be of our advantage, and I believe it is applicable to this case as well" says Pontus Lindwall, CEO Betsson. "We are in the middle of a phase of strong growth, where the first quarter has started out fantastic. The underlying growth of Online Gaming will not be threatened by individual countries actions" he finishes.

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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.