

Press Release
Betsson AB (publ)
Stockholm March 8, 2007

NET ENTERTAINMENT CLOSES DEAL WITH MARIA BINGO

Betsson's fully owned subsidiary Net Entertainment, a market leading vendor of Internet based gambling software, has signed an agreement with Maria Invest's fully owned subsidiary Parabol Ltd for delivery of its award-winning product CasinoModule™ to the sites Mariabingo.com and Carlospoker.com.

CasinoModule™ is a complete gaming solution comprising a range of casino style games and a powerful management system. Through a fast and seamless integration, CasinoModule™ enables licensees to extend their product range and significantly increase their revenue base. Net Entertainment licenses CasinoModule™ on a revenue share basis.

Parabol Ltd, which operates the sites "Maria Bingo" and "Carlos Poker" which combined have 100 000 registered users, has a trendsetting position on the market for bingo and poker. With the agreement Net Entertainment's CasinoModule™ will replace existing casino solutions. The launch is planned to the spring of 2007.

"Through the agreement with Net Entertainment we will be able to offer our customers a better and wider range of games, which will result in increased revenues and customer loyalty. We carried out an extensive investigation of the casino systems on the market and Net Entertainment's CasinoModule™ was an obvious choice for us" says Dan Andersson, Director of Parabol.

"The agreement with Parabol has a great potential, and I am convinced CasinoModule™ will contribute to increase the competitiveness and profitability of the two sites. In addition, the set-up allows them to continue to focus on their core business, which is one of the strengths in our offer" comments Johan Öhman, CEO of Net Entertainment.

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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.

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