

Press Release

Betsson AB (publ)
Stockholm, Sweden, 16 March 2007

NOTICE OF EXTRAORDINARY GENERAL MEETING TO DISTRIBUTE NET ENTERTAINMENT

The board of Betsson AB (publ) has today decided to call for an extraordinary general meeting, Friday the 30th of March 2007, to handle the board's proposal of distribution of all shares in the subsidiary Net Entertainment NE AB (publ).

According to the proposal the general meeting shall empower the board to set the record day. The notice of the extraordinary general meeting is shown as an appendix to this press release and will be published Friday the 16th of March 2007 in Dagens Industri and Post- och Inrikes Tidningar

The distribution implies that each share of series A in Betsson will give the right to one share of series A in Net Entertainment and one share of series B in Betsson will give the right to one share of series B in Net Entertainment.

If the general meeting decides according to the board's proposal the shares in Net Entertainment NE AB will be listed on the Nordic Growth Market, which is expected to take place the first trading day after the record day for the distribution. The intention of the board is to set the record day to take place in the beginning of April 2007.

The board's complete proposal for the distribution will be available for download at Betsson's homepage www.betsson.se, as of the 16th of March 2007 (proposal in Swedish). The prospectus regarding the listing of Net Entertainment NE AB will be available for download at Betsson's homepage around the 29th of March 2007. The complete proposal for the distribution and the prospectus will also be available at the company's head office at Birger Jarlsgatan 57B, Stockholm Sweden but can also be ordered via telephone +46 8 506 403 00 or via email: info@betsson.se, after which the documents will be posted free of charge to shareholders stating their address.

Proposal of election of new member of the board

On the grounds that Skuli Valberg Olafsson, at his own request, has resigned from the board, the shareholder Straumur Burdaras, representing 27,6 percent of the share capital and 26,1 percent of the number of votes in the company, suggest that Emil Sunvisson is elected as new member of the board during the time until the next annual general meeting.

Emil Sunvisson is born 1971 and is operative as CEO of Scandcap AB and is financial advisor to Straumur Burdaras Investment Bank. Sunvisson is also member of the board of Cherryföretagen AB (publ).

For further information, please contact;

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

Appendix:

Notice of extraordinary general in Betsson AB (publ) the 30th of March 2007.

Betsson-group

Betsson AB (publ) owns the 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 of 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 Exchange, 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 main 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 gaming operators. Net Entertainment's core 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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NOTICE OF EXTRAORDINARY GENERAL MEETING IN BETSSON AB (PUBL)

The shareholders of Betsson AB (publ) are hereby called to extraordinary general meeting Friday the 30th of March 2007 at 15.00 at the company headquarters, Birger Jarlsgatan 57B, Stockholm, Sweden.

Registration etc.

Shareholders who wish to participate in the meeting shall:

- be entered in the share register kept by VPC AB by Friday, 23 March 2007
- and be registered as meeting participants no later than Tuesday, 27 March 2007

Registration as a participant shall be submitted in writing to the company at Birger Jarlsgatan 57B, SE-113 56 Stockholm, Sweden, by telephone +46 (0)8 506 403 00, by fax +46 (0)8 735 57 44 or by email info@betsson.se. The following should be stated when registering: name, social security number or corporate identification number, address, phone number, shareholdings stating allocation between the different classes of shares, and the number of legal representatives (no more than two). If participation is made by proxy, it should be submitted when registering for the general meeting.

In order to be able to participate in the general meeting, nominee shareholders must temporarily register their shares in their own name. Shareholders who wish such re-registration must inform their fund manager of this in good time before 23 March 2007.

Proposed agenda

1. Electing a meeting chairman
2. Drawing up and approving the voting list
3. Approving the agenda
4. Electing one or two minute verifiers
5. Confirming that the meeting was duly convened
6. Decision to distribute all shares in Net Entertainment NE AB (publ)
7. Election of member of the board

Proposal of decision to distribute all shares in Net Entertainment NE AB (publ) (item 6)

The board proposes that the general meeting decide to distribute all shares in the subsidiary Net Entertainment NE AB on the basis of the following conditions:

Each share of series A in Betsson AB gives the right to one share of series A in Net Entertainment NE AB and each share of series B in Betsson AB gives the right to one share of series B in Net Entertainment NE AB. The board proposes that the general meeting empowers the board to set the record day.

After the distribution the B-shares of Net Entertainment NE AB will be listed on the Nordic Growth Market, which is expected to take place the first trading day which occurs after the record day for the distribution. Through the distribution non-restricted equity in Betsson AB is decreased up to 4 047 949 SEK.

The board's complete proposal for the distribution will be available to download at Betsson's homepage www.betsson.se, as of the 16th of March 2007 (proposal in Swedish). The prospectus regarding the listing of Net Entertainment NE AB will be available for download at Betsson's homepage around the 29th of March 2007. The complete proposal for the distribution and the prospectus will also be available at the company head office at Birger Jarlsgatan 57B, Stockholm Sweden and can also be ordered via telephone +46 8 506 403 00 or via email: info@betsson.se, after which the documents will be posted free of charge to shareholders stating their address.

Proposal of election of member of the board (item 7)

On the grounds that Skuli Valberg Olafsson, at his own request, has resigned from the board, the shareholder Straumur Burdaras, representing 27,6 percent of the share capital and 26,1 percent of the number of votes in the company, suggest that Emil Sunvisson is elected as new member of the board during the time until the next annual general meeting.

Stockholm March 2007
The Board of Directors

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