

Press Release

Betsson AB (publ)
Stockholm, Sweden, 29th March 2007

CONTINUED STRONG GROWTH DURING THE BEGINNING OF 2007

For January and February 2007 the Betsson-group shows preliminary revenue of SEK 116.4 million and an operating profit of SEK 37.6 million. The revenue, for all three months, during the fourth quartile 2006 was SEK 137.6 million and the operating profit SEK 35.4 million.

The extraordinary general meeting in Betsson AB, 30th of March 2007, is expected to decide to distribute the subsidiary Net Entertainment to the shareholders. The board has decided to present general information of the company's development during January and February 2007 through this press release. This will enable the market and shareholders to assess the company pre and post the dividend.

During the two first months of 2007 the business area Betsson Online preliminary increased its revenues to SEK 100.3 million and the operating profit increased preliminary to SEK 31.1 million. During the whole fourth quartile 2006, three months, the corresponding figures amounted to SEK 112.8 million respectively SEK 25.5 million.

Business area Net Entertainment, which develops and licenses games and systems to gaming companies, continues to develop well. During the two first months of 2007 Net Entertainments showed a revenue of SEK 21.6 million and has increased the operating profit to SEK 9.0 million.

The last day of trading in the Betsson stock with rights to the dividend of Net Entertainment will be the 30th of March 2007, i.e. those in possession of a Betsson stock at the closing of the trading day the 30th of March, are entitled to the dividend of Net Entertainment stocks.

During the day the company intend to publish Net Entertainment prospectus for the listing at www.netent.com and at www.betsson.se. Information about Betsson "stand-alone" is intended to be published during the day at www.betsson.se.

Betsson's Interim report January-March 2006 will be published as earlier communicated the 22nd of May 2007

		Preliminary Jan-Feb 2007 2 months	Outcome Oct-Dec 2006 3 months	Outcome Full Year 2006 12 months	Outcome Full Year 2005 12 months
Revenues	Betsson Online	100.3	112.8	314.0	154.5
	Net Entertainment	21.6	31.0	99.8	69.2
	- of which internally to other segments	-6.0	-7.2	-23.6	-21.0
	Group wide	0.5	1.0	1.3	0.5
	Group	116.4	137.6	391.5	203.2
Operating Profit	Betsson Online	31.1	25.5	28.6	16.7
	Net Entertainment	9.0	12.6	40.8	35.9
	Group wide	-2.5	-2.7	-9.7	-12.0
	Group	37.6	35.4	59.7	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 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	Tel/Phone	Styrelsens säte	E-mail	Org. nr./ Momsreg.nr
Mail- and Visiting address	Fax	Registered office		Company ID / VAT reg.no.
BETSSON AB (publ)	+46 8 506 403 00	Stockholm,	info@betsson.se	556090-4251
Birger Jarlsgatan 57 B, 113 56 Stockholm, Sweden	+46 8 735 57 44	Sweden	http://www.betsson.se	SE556090425101