

PRESS RELEASE

Betsson AB (publ)
Stockholm, Sweden, 30th March 2007

DECISION TO DISTRIBUTE ALL SHARES IN NET ENTERTAINMENT TO THE SHAREHOLDERS

The Extraordinary General Meeting in Betsson AB (publ) has today decided to distribute all shares in the subsidiary Net Entertainment NE AB (publ) as dividends to the shareholders in Betsson.

The record day for distribution of shares in Net Entertainment will be the 4th of April. The last day of trading the Betsson share including the rights to the distribution of the Net Entertainment shares, will be the 30th of March. The distribution is in accordance with what is referred to as the Lex ASEA rule, which means that the dividend is not subject to tax in Sweden for either Betsson or the shareholders of Betsson.

The share distribution means that every share of series A in Betsson will entitle the holder to one share of series A in Net Entertainment, and every share of series B in Betsson will entitle the holder to one share of series B in Net Entertainment.

The B-shares of Net Entertainment will be noted at NGM with the ticker of NET B. The first day of trading is expected to be Thursday the 5th of April 2007. The proposal is to trade the stocks in quantities of 200.

At the general meeting Emil Sunvisson was elected as new member of the board. Emil Sunvisson is CEO of Scandcap AB and is financial advisor to Straumur Burdaras Investment Bank.

To illustrate the effect the distribution of Net Entertainment will have on Betsson, the company has published separate information material, which can be downloaded from the company website (www.betsson.se). An outline of the pro forma accounts from this material has been attached to this press release.

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Betsson-group

Betsson AB (publ) owns the gaming company Betsson Online. To clarify the investment options to the financial market and customers Betsson AB has distributed Net Entertainment to the share holders. 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, bingo, lottery and sports betting. The customers mainly originate from Scandinavia, Turkey and other parts of Europe.

AN OUTLINE OF BETSSON PRO FORMA

The income statement, balance sheet and key business ratios are shown below according to the latest Full Year Report of the 31 of December 2006, as well as pro forma income statement, balance sheet and key business ratios in brief for Betsson as of the 31 of December 2006. The pro forma statement has been drawn up to illustrate what the Betsson group could have looked like if the Net Entertainment group and Cherryföretagen group had been created and distributed per the 1st of January 2006 with reference to the pro forma income statement as of the 31 of December 2006 and the pro forma balance sheet as of the 31st of December 2006, taken into consideration the distribution of Cherryföretagen in September 2006.

Consolidated Income Statement (SEK millions)

	Full Year Report 2006	Pro forma Full Year 2006
Revenues	391.5	319.8
Operating expenses	-331.8	-300.9
Operating income	59.7	18.9
Financial Items	-2.0	-1.1
Income before tax	57.7	17.8
Tax	2.8	14.2
Income from continuing operations	60.5	32.0
Income from discontinued operations (Cherry)	2.0	-
Income for the period	62.5	32.0
Attributable to:		
Parent company's shareholders	62.3	32.0
Minority interest	0.2	0.0

Consolidated balance sheet (SEK millions)

	Full Year Report 2006	Pro forma Full Year 2006
Intangible assets	403.5	383.9
Tangible assets	10.6	5.8
Other long term receivables	0.7	0.7
Deferred tax receivables	100.6	107.1
Cash and liquid assets	77.2	64.2
Total assets	592.6	561.7
Equity	491.3	475.3
Long-term interest bearing liabilities	0.0	0.0
Deferred tax liabilities	1.0	0.1
Current interest bearing liabilities	0.0	0.0
Other current liabilities	100.3	86.3
Total equity and liabilities	592.6	561.7

Key ratios, Group

	Full Year Report 2006	Pro forma Full Year 2006
Profit per share after taxes, continuing operations (SEK)	1.55	0.82
Equity per share (SEK)	12.41	12.00
Operating margin (percent)	15.2	5.9
Profit margin (percent)	14.7	5.6
Equity/assets ratio (percent)	83	85
Quick ratio (percent)	191	198
Average number of employees (full-time equivalents)	112	71
Number of employees at end of period	146	95