

Press Release

Betsson AB (publ)
Stockholm, Sweden, 15 of August 2007

INVITATION TO BETSSON'S TELEPHONE CONFERENCE THE 21st of AUGUST 2007

Media, analysts and investors are invited to a telephone conference hosted by Betsson on Tuesday the 21st of August 2007, at 09.00 a.m. (CET), in conjunction with the presentation of the second quarter report. The report will be published at 08.00 a.m. (CET) on the same date.

At the telephone conference CEO Pontus Lindwall will present the report, followed by a question and answer session. The presentation will be held in English.

To attend the telephone conference call: +46(0)8 5352 6458 (Sweden) or +44(0)20 7806 1967 (UK).

The presentation can be accessed via Webcast at 09.00 a.m. (CET) (audio and presentation) at www.betsson.se under Financial Info. The Webcast can also be accessed at www.financialhearings.com, Betsson

A copy of the presentation will be available for download at www.betsson.se as of the 21st of August.

For further information, please contact:

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Betsson develops and operates games to end customers, via the websites Betsson.com, CasinoEuro.com and CherryCasino.com. The company offers poker, casino, betting exchange, sports betting, lottery and Bingo. The customers mainly originate from Scandinavia and other parts of Europe. Betsson is listed on the Nordic List in Stockholm, Mid Cap (BETS).

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