

Press Release
Betsson AB (publ)
Stockholm, Sweden, 29 of August 2007

THE BOARD OF BETSSON DECIDEDES TO CONTINUE REPURCHASE OF OWN SHARES

The board of Betsson has decided to continue the repurchase of own shares, which is in line with the authorization given to the board by the AGM.

Betsson's dividend policy is to distribute up to 75 percent of the after-tax profit through dividends, share repurchase or corresponding actions. The AGM, May 22 2007, gave mandate to the board to decided acquisition of own share up to 10 percent of the total number of shares in the company.

The company has already repurchased 95 200 shares during August. The board has today decided to give the executive management of Betsson mandate to repurchase additional shares, to the amount of SEK 20 million or to a maximum of 300 000 shares.

Betsson's current possession of own shares amounts to 95 200 B-shares. The shares shall be used by Betsson according to the decision made by the AGM.

Acquisitions will be done at the Nordic Exchange to a price which lie in the current registered price interval. Acquisitions can be undertaken during the period until the next AGM.

For additional information regarding the repurchase within this mandate, Betsson refers to <http://omxgroup.com/nordicexchange>.

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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