

Press Release
Betsson AB (publ)
Stockholm, Sweden, 24 of August 2007

BETSSON INITIATES REPURCHASE OF OWN SHARES

Betsson has repurchased 95 200 B shares at an average price of SEK 57.77. Betsson's current holdings of own shares (treasury stock) today amounts to 95 200 B shares. The total number of shares in Betsson today amount to 39 553 720.

These repurchases were carried out in line with the boards decision – according the AGM's authorization to the board the 22nd of May 2007 – to give the mandate to the CEO to initiate the repurchase of shares to an amount of SEK 6 million or to a maximum of 100 000 shares with a maximum price of SEK 60 per share.

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

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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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