

Press Release
Betsson AB (publ)
Stockholm, Sweden, 18th of October 2007

INVITATION TO BETSSON'S TELEPHONE CONFERENCE THE 8th of November 2007

Media, analysts and investors are invited to a telephone conference hosted by Betsson on Thursday the 8th of November 2007, at 09.00 a.m. (CET), in conjunction with the presentation of the third 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 6457 (Sweden) or +44(0)20 7138 0843 (UK). Code for participants: 753 24 33

The presentation can be accessed via Webcast at 09.00 a.m. (CET) (audio and PowerPoint 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 8th of November.

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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