

Press release

Betsson AB (Publ)

Presentation of Betsson's Q1 report 2008, April 29

Betsson invites to presentation of the Q1-report at Operaterrassen

Betsson invites media, analysts and investors to Operaterrassen in Stockholm on Tuesday April 29, 2008, at 08:30 a.m. (CET), in conjunction with the presentation of the first quarter report (please see invitation on www.betsson.se or www.financialhearings.com). The report will be published at 07:30 a.m. (CET) on the same date. Interested parties can also join the presentation by phone or Webcast.

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

To participate in the presentation by phone please call: +46 (0)8 5052 0270 (Sweden) or +44 (0)20 8817 9301 (UK).

To take part of the presentation by Webcast at 08:30 a.m. (CET) (by audio, image and powerpoint presentation) at www.betsson.se under Financial Info. The Webcast can also be accessed at www.financialhearing.com, Betsson. A copy of the presentation will be available for download at www.betsson.se as of April 29.

For further information, please contact:

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Betsson AB's core business consists of investing and administer companies within the gaming business. Betsson AB owns Betsson Malta Ltd which operates games towards end customers, via the websites Betsson.com, CasinoEuro.com and CherryCasino.com. Betsson Malta Ltd offers poker, casino, betting exchange, sports betting, lottery, bingo, games and Betsson Trader. The customers mainly originate from the Scandinavian countries and other parts of Europe. Betsson AB is listed on the Nordic List in Stockholm, Mid Cap (BETS).

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