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PRESS RELEASE

Betsson AB (publ)

Stockholm 2008, April 28

INFORMATION REGARDING THE PROPOSED SHARE REDEMPTION IN BETSSON

A brochure regarding the redemption of shares of Betsson AB (publ) ("Betsson") and the Board of Directors' complete proposal to the Annual General Meeting (AGM) on 12 May 2008 will be available from Betsson, 30-32, 111 53 Stockholm (phone +46 (0)8 506 403 08), and on the group Website: www.betsson.se, from 28 April 2008 onwards.

Distribution of the brochure will begin on or around 28 April 2008 to all shareholders whose address is known. The Board of Directors' complete proposal will be sent to those shareholders that so request and state their postal address.

Proposed redemption process in brief

- Subject to a resolution by the AGM on 12 May 2008, each Betsson share (both class A and B) will be split into two shares (share split 2:1) of which one will be termed redemption share in the book-entry system operated by the Swedish Central Securities Depository (VPC).
- The redemption share will then be redeemed automatically against a cash redemption payment of SEK 5.00.
- The redemption process is automatic; no action is required by shareholders.
- The record day¹ for the share split and right to redemption shares is 20 May 2008.
- The final day of trading in Betsson shares cum rights to redemption shares will be 15 May 2008.
- Trading in redemption shares will be conducted between 22 May and 4 June 2008.
- The record day for the redemption of the redemption shares is 10 June 2008.
- The payment date for the redemption amount is scheduled for 13 June 2008.

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).

¹ THE DAY SHAREHOLDERS MUST BE RECORDED IN THE SHARE REGISTER MAINTAINED BY VPC.

MAIL AND VISITING ADDRESS	PHONE FAX	REGISTERED OFFICE	E-MAIL IR WEBB SITE	ORG. NO. VAT.REG.NO.
BETSSON AB (PUBL) REGERINGSGATAN 30-32, 111 53 STOCKHOLM, SVERIGE	+46 (0)8 506 403 00 +46 (0)8 735 57 44	STOCKHOLM	INFO@BETSSON.SE WWW.BETSSON.SE	556090-4251 SE556090425101