

Press release Betsson AB (Publ)

## Betsson expands into mobile sport betting

Betsson announces that the Betsson Group has signed a three years supply agreement with Mfuse, a provider of mobile-enabling technology. Mfuse will supply Betsson with a mobile sports betting service. This will enable Betsson to launch mobile betting services for its markets. The service is due for launch initially in ten languages during the first half year 2009.

Betsson will utilize Mfuse's latest generation sports betting technology and the latest developments in user interface design. The service will offer a full suite of multi-bets and live in-play betting experience.

"Betsson believes that mobile betting will be a good complement to ordinary sports betting, as it will provide Betsson's customers the ability to bet from wherever they are, including at the actual sport venue." says Pontus Lindwall, CEO of Betsson AB (publ).

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