

Press release

Betsson AB (Publ)

Presentation of Q1 report at Götgatan 37

Betsson invites media, analysts and investors to Betsson's Betting Shop, Shopsson, at Götgatan 37 in Stockholm on Wednesday, April 29th, 2009, at 09:00 a.m. (CET), in conjunction with the presentation of the first quarter report. 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. Participants are advised to register at www.financialhearings.com "Betsson" or mail hearings@financialhearings.com in advance.

To participate in the presentation by phone please call: +46 (0)8 5051 3794 (Sweden) or +44 (0)20 7806 1967 (UK). Confirmation code: 7903414.

To take part of the presentation by Webcast at 09:00 a.m. (CET) (by audio, image and power point presentation) at www.betssonab.com or www.financialhearing.com, Betsson. A copy of the presentation will be available for download at www.betssonab.com as of April 29th 2009.

For further information, please contact: Pontus Lindwall, CEO and President Betsson AB (publ), phone: +46 (0)8 506 403 10 or +46 (0)708 27 51 55 or Pontus@betsson.com

BETSSON AB'S CORE BUSINESS CONSISTS OF INVESTING AND ADMINISTER COMPANIES WITHIN THE GAMING BUSINESS. BETSSON AB OWNS BETSSON MALTA WHICH OPERATES GAMES TOWARDS END CUSTOMERS, VIA THE WEBSITES BETSSON.COM, CASINOEURO.COM AND CHERRYCASINO.COM. BETSSON MALTA 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 NASDAQ OMX NORDIC MID CAP LIST, (BETS).

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