

Press release

Betsson AB (Publ)

Betsson awarded Socially Responsible Operator of the year

Betsson was awarded the price Socially Responsible Operator 2009 at the annual EGR Awards ceremony which is considered the Oscars Gala of online gaming. The ceremony, which was arranged by eGaming Review, was held in London on the 30th of November. Betsson won in competition with Camelot, Party Gaming, Ladbrokes and others. Betsson was awarded based on its multi media approach towards responsible gaming, which spans from Internet via radio and print to participating in live festivals and annually awarding two research scholarships within responsible gaming.

"We have been working hard with responsible gaming for the past years and we feel very proud when being acknowledged for that, through this reward. I am sure that this will spur us to further efforts within responsible gaming" says Betsson AB CEO and President Pontus Lindwall.

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