

Press release

Betsson AB (Publ)

Invitation to presentation of first quarter at Betsson's office

Betsson invites media, analysts and investors to Betsson's corporate office at Regeringsgatan 28, Stockholm, Tuesday, April 27th, 2010, at 09:00 a.m. (CET), in conjunction with the presentation of the first quarter report of 2010. 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 to martti.metso@zvm.se or telephone +46 708 69 31 59 in advance.

To participate in the presentation by phone, please call: +46 (0)8 505 598 53 (Sweden) or +44 (0)20 3043 2436 (UK).

To take part of the presentation by webcast at 09:00 a.m. (CET) (by audio, image and power point), visit <http://www.betssonab.com> or <http://storm.zoomvisionmamato.com/player/betsson/objects/4sn2gt8v/>.

A copy of the presentation will be available for download at www.betssonab.com after the presentation.

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

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