

Press release

Betsson AB (Publ)

## **ANNUAL GENERAL MEETING SCHEDULED FOR 6 MAY 2010 HAS BEEN CANCELLED – NEW DATE FOR THE ANNUAL GENERAL MEETING IS 3 JUNE 2010**

According to the Articles of Association of Betsson AB, a notice to convene an annual general meeting must be published in the news papers Dagens Industri and Post- och Inrikes Tidningar (the Swedish Official Gazette) at least four weeks prior to the meeting. The notice to convene the annual general meeting scheduled to take place on 6 May 2010 was published in Dagens Industri on 8 April 2010 and has been available on the company's website. However, the notice has not been published in Post- och Inrikes Tidningar as required pursuant to the Articles of Association due to a mistake made by an external supplier to the company, who had been assigned to arrange for the publishing of the notice in the said news papers. As a consequence hereof, the board of directors of the company has had no other alternatives than to cancel the annual general meeting scheduled to take place on 6 May 2010. The board of directors has resolved that the annual general meeting instead shall take place on 3 June 2010.

The board of directors deeply regrets the decision to cancel the annual general meeting scheduled for 6 May 2010. A consequence of the rescheduled annual general meeting is that the dates for the proposed redemption procedure, including distribution to shareholders of SEK 9.00 per share, will be delayed around four weeks. An updated version of the information brochure describing the redemption programme will be available at the company's website around 4 May 2010.

The notice to convene the annual general meeting to be held on 3 June 2010 will be made public through a press release on 4 May 2010 and be published in Dagens Industri and Post- och Inrikes Tidningar on 5 May 2010. The notice will also be available on the company's website as from 4 May 2010. The time and place for the annual general meeting will be set forth in the notice.

MAIL AND VISITING ADDRESS	PHONE FAX	REGISTERED OFFICE	E-MAIL OR WEB SITE	ORG. NO. VAT.REG.NO.
BETSSON AB (PUBL) REGERINGSGATAN 28, 111 53 STOCKHOLM, SWEDEN	+46 (0)8 506 403 00 +46 (0)8 735 57 44	STOCKHOLM	INFO@BETSSONAB.COM <a href="http://WWW.BETSSONAB.COM">WWW.BETSSONAB.COM</a>	556090-4251 SE556090425101

The record date for participation at the annual general meeting is Friday 28 May 2010. Shareholders with nominee-registered shares must, in order to participate at the general meeting, temporarily register the shares in his or her own name with Euroclear Sweden AB. Such shareholder must notify its nominee regarding the above-mentioned matter in due time before 28 May 2010. Further, shareholders who wish to attend the annual general meeting must notify the company of their intention to participate no later than 12:00 noon on Tuesday 1 June 2010. Such notification must be made also by shareholders who already have given notice to participate at the annual general meeting which have now been cancelled.

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](mailto:Pontus@betsson.com).

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