

Press release

Betsson AB (Publ)

## Invitation to presentation of second quarter

Betsson invites media, analysts and investors to Betsson's presentation of the second quarter 2010. The presentation will be available through webcast and phone on Friday July 23, 2010, at 09:00 a.m. (CET).

The report will be published at 07:30 a.m. (CET) on the same date. 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.

To participate by phone please call: +46 (0)8 505 598 53 (Sweden) or +44 (0)203 043 24 36 (UK).

To participate by Webcast at 09:00 a.m. (CET) (audio and power point presentation) visit [www.betssonab.com](http://www.betssonab.com) or <http://storm.zoomvisionmamato.com/player/betsson/objects/qd2r4cps/>.

A copy of the power point presentation will be available for download at [www.betssonab.com](http://www.betssonab.com) as of July 23, 2010.

For further information, please contact:

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