

Press release

Betsson AB (Publ)

Invitation to presentation of third quarter

Betsson invites media, analysts and investors to Betsson's corporate office at Regeringsgatan 28, Stockholm, Tuesday, October 26th, 2010, at 09:00 a.m. (CET), in conjunction with the presentation of the third quarter report of 2010. Interested parties can also join the presentation by phone or webcast.

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) (by audio, image and power point presentation) visit www.betssonab.com or <http://storm.zoomvisionmamato.com/player/betsson/objects/7tz0dw29/>.

A copy of the power point presentation will be available for download at www.betssonab.com as of October 26, 2010.

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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