

Press release

Betsson AB (Publ)

Invitation to presentation of second quarter

Betsson invites media, analysts and investors to Betsson's corporate office at Regeringsgatan 28, Stockholm, Tuesday, July 26th, 2011, at 09:00 a.m. (CET), in conjunction with the presentation of the second quarter 2011. 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 Magnus Silfverberg 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](http://storm.zoomvisionmamato.com/player/betsson/objects/8fm0bh3n/) or <http://storm.zoomvisionmamato.com/player/betsson/objects/8fm0bh3n/>.

A copy of the power point presentation will be available for download at www.betssonab.com as of July 26th, 2011.

For further information, please contact:

Magnus Silfverberg, CEO and President Betsson AB (publ), phone: +46 (0)8 506 403 00 or magnus.silfverberg@betssonab.com

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