

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 2009. The presentation will be available through webcast and phone on Friday July 24, 2009, 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 5051 3793 (Sweden) or +44 (0)20 7806 1968 (UK). Confirmation code: 4133280. To participate by Webcast at 09:00 a.m. (CET) (audio, image and power point presentation) visit www.betssonab.com or www.financialhearing.com, "Betsson". A copy of the power point presentation will be available for download at www.betssonab.com as of July 24, 2009.

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BETSSON AB'S CORE BUSINESS CONSISTS OF INVESTING AND ADMINISTER COMPANIES WITHIN THE GAMING BUSINESS. BETSSON AB OWNS BETSSON MALTA WHICH OPERATES GAMES TOWARDS END CUSTOMERS, VIA THE WEBSITES BETSSON.COM, CASINOEURO.COM AND CHERRYCASINO.COM. BETSSON MALTA OFFERS POKER, CASINO, BETTING EXCHANGE, SPORTS BETTING, LOTTERY, BINGO, GAMES AND BETSSON TRADER. THE CUSTOMERS MAINLY ORIGINATE FROM THE SCANDINAVIAN COUNTRIES AND OTHER PARTS OF EUROPE. BETSSON AB IS LISTED ON NASDAQ OMX NORDIC MID CAP LIST, (BETS).

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