



Company announcement 8 / 2008

26 May 2008

Incentive programme

On 23 May, share options were granted to the Chairman and members of the Executive Board.

28,000 share options were granted, each entitling the holder to acquire one share of a nominal value of DKK 20.00 in PARKEN Sport & Entertainment A/S.

The exercise price has been agreed at DKK 1,171.33 per share of DKK 20. Section 7 H of the Danish Tax Assessment Act shall apply.

The share options can be exercised in part or in full in the period from their issuance up to and including four weeks after the publication of PARKEN Sport & Entertainment A/S' annual report for the calendar year 2010.

The market value of the options granted has been calculated at DKK 7,636,000, based on the Black-Scholes model. This calculation is based on the assumption of a dividend rate of 0, a volatility rate of 30%, a risk-free interest rate of 4.30% and a time to expiration of 1.5 years.

PARKEN Sport & Entertainment A/S

Flemming Østergaard
Chairman