

Betsson Challenges Swedish Gaming Monopoly - Opens Betting Shop in Stockholm

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Betsson (STO:BETSB) will open the doors of its first betting shop in Sweden, marking a challenge to the Swedish gaming monopoly. The aim of Betsson's new endeavour is to build closer relations with its players and offer more gaming opportunities and greater freedom of choice.

Today, many players in Sweden frequently play at Svenska Spel's and ATG's representative outlets. Betsson's new betting shop offers something completely different. Here, players will be given an attractive alternative with better odds. In Betsson's shop players will have the opportunity to bet on sports games and live games, get tips from experts, see live matches on TV and socialize with other sports enthusiasts in a relaxing environment.

'We are taking this opportunity to challenge the Swedish gaming monopoly as we see betting shops as an interesting development of our business. Betting shops complement our online offering and our aim is to create more freedom of choice for our players,' said Pontus Lindwall, CEO, Betsson.

In recent years, legal developments within the EU have moved quickly and Betsson's understanding is that the legal situation in Sweden is more open than many believe.

'EU laws provide support for this endeavour. There is no longer any reason for us to wait for a political process that is hardly moving forward. We want to drive development of the gaming market for the benefit of players. I am confident that the monopoly's retail outlets will experience some tough competition going forward,' said Lindwall.

Betsson's new betting shop is located at Götgatan 37 in Stockholm and will open on May 30, 2008, at 12:00 noon.

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