



Press information

Malta, 22 March 2010

Exercise and granting of options in Unibet Group plc

In the exercise window ending on 15 March 2010, under the rules of Unibet's option schemes for senior executives, 25,695 share options granted in 2007 were exercised. All of these share options were exercised using SDRs from Unibet's Share buy back programme initiated in 2007. In connection with this exercise, Unibet has received GBP 322,530.84, which has, in full, been taken to equity.

Performance conditions related to 169,725 of the share options granted in 2009 were only partially achieved. The Board has therefore decided to cancel 84,860 of these options.

In addition the Board has decided to cancel 28,758 options granted before 2009 in accordance with the scheme rules.

Unibet's Board of Directors has also granted new options over 60,210 shares to senior management and key employees, in accordance with the approval granted at the AGM on 13 May 2009.

Total number of outstanding options today is 534,390.

If all options are exercised the share capital of the company will increase with GBP 2,672 by the issue of a total maximum of 534,390 ordinary shares, corresponding to 1.89 per cent of the share capital after dilution.

For more information:

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About Unibet

Unibet was founded in 1997 and is an online gambling company is listed on NASDAQ OMX Nordic Exchange in Stockholm. Unibet is one of the largest privately-owned gambling operators in the European market and provides services in 27 languages through www.unibet.com. Today, Unibet has more than 4.1 million customers in over 100 countries. Unibet is a member of the EGBA, European Gaming and Betting Association, RGA, Remote Gambling Association in the UK and is certified by G4, Global Gaming Guidance Group.

In December 2007, Unibet acquired Maria Holdings (www.mariabingo.com), the largest online bingo operator in the Nordic market, and in April 2008 acquired Scandinavia's largest trotting community, Travnet.

More information about Unibet Group plc can be found on www.unibetgroupplc.com