



Press information

Malta, 12 January 2009

Disclosure of shareholder's interest

Fidelity International has notified Unibet Group plc that they now hold 10.18 per cent of share capital and votes in Unibet Group plc through their holding of 2,875,322 Swedish Depository Receipts.

For more information please contact:

Inga Lundberg
Investor Relations
Unibet
Tel: +44 788 799 6116

About Unibet

Unibet was founded in 1997 and is an online gambling company 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 20 languages through www.unibet.com. Today, Unibet has more than 2.9 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, the largest online bingo operator in the Nordic market and in April 2008 Scandinavia's largest trotting community, Travnet.

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