



Pressmeddelande

Malta den 12 januari 2009

Flaggningsmeddelande

Fidelity International har meddelat att de innehar 10,18 procent av aktier och röster i Unibet Group plc genom innehav av 2 875 322 svenska depåbevis.

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 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