

Press release

Betsson AB (Publ)

MAGNUS SILFVERBERG APPOINTED AS CEO OF BETSSON AB (PUBL)

On 13 April 2011, Betsson AB announced that the Board of Directors intended to appoint the former Chief Executive Officer for Betsson Malta Ltd., Magnus Silfverberg, to succeed Pontus Lindwall as CEO and President of Betsson AB. At the Annual General Meeting in Betsson AB held on 12 May 2011, it was resolved to appoint Pontus Lindwall as executive Chairman of the Board as from the effective date of the appointment of the new CEO of Betsson AB.

The Board of Directors has today resolved to appoint Magnus Silfverberg as new CEO and President of Betsson AB. In accordance with the resolution passed at the Annual General Meeting this also means that Pontus Lindwall thereby is succeeding John Wattin as Chairman of the Board of Betsson AB.

Betsson AB (publ)

The Board of Directors

For further information, please contact:

Pontus Lindwall, CEO and President Betsson AB (publ), phone: +46 (0)8 506 403 10 or +46 (0)708 27 51 55 or Pontus@betsson.com

Magnus Silfverberg, CEO and President Betsson AB (publ), telephone +46 (0)8 506 403 00 or +356 794 343 03 or magnus.silfverberg@betsson.com

BETSSON AB'S CORE BUSINESS CONSISTS OF INVESTING AND ADMINISTERING SHAREHOLDING IN COMPANIES, WHICH THROUGH PARTNERS OR BY THEMSELVES, OFFERS GAMES TO THE END USERS VIA THE INTERNET. BETSSON AB OWNS BETSSON MALTA WHICH OPERATES GAMES THROUGH PARTNERSHIPS AND THE WEBSITES WWW.BETSSON.COM, WWW.BETSAFE.COM, WWW.CASINOEURO.COM AND WWW.CHERRYCASINO.COM. BETSSON MALTA OFFERS POKER, CASINO, SPORTS BETTING, SCRATCH CARDS, BINGO AND GAMES. THE CUSTOMERS MAINLY ORIGINATE FROM THE SCANDINAVIAN COUNTRIES AND OTHER PARTS OF EUROPE. BETSSON AB IS LISTED ON NASDAQ OMX NORDIC MID CAP LIST, (BETS).

MAIL AND VISITING ADDRESS	PHONE FAX	REGISTERED OFFICE	E-MAIL IR WEBB SITE	ORG. NO. VAT.REG.NO.
BETSSON AB (PUBL) REGERINGSGATAN 28, 111 53 STOCKHOLM, SVERIGE	+46 (0)8 506 403 00 +46 (0)8 735 57 44	STOCKHOLM	INFO@BETSSONAB.COM WWW.BETSSONAB.COM	556090-4251 SE556090425101