



Press release

Malta, 6 August 2008

Granting of options

Unibet Group plc has, in accordance with the approval at the AGM on 29 April 2008, granted options on 292,290 shares to senior management and key employees.

Granting date is 30 April 2008.

The exercise date on these options will be 1-15 June 2011.

If all these issued share options are exercised, the increase in the company's share capital will correspond to 1.03 per cent of the share capital after dilution.

Also considering previously issued options, the aggregate dilution amounts to 2.34 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 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 2.5 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 2008, Unibet acquired Maria Holdings, the largest online bingo operator in the Nordic market.

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