

Invitation to Betsson's telephone conference 1 of August

Regarding the presentation of the Interim Report for the period January – June 2008 and the report of the second quarter 2008

The Interim Report for the period January-June 2008 will be presented 1 August, 2008. Betsson invites media, analysts and investors to a telephone conference hosted by Betsson on Friday 1 August 2008, at 09.00 a.m. (CET), in conjunction with the presentation of the second quarter report. The report will be published at 07.30 a.m. (CET) on the same date.

At the telephone conference CEO Pontus Lindwall will present the report, followed by a question and answer session. The presentation will be held in English.

To attend the telephone conference call: +44(0)20 7806 1968 (UK) or +46 (0)8 5051 3791 (SWE).

The presentation can be accessed via Webcast at 09.00 a.m. (CET) (audio and presentation) at www.betssonab.com under Investor Relations and Presentations. The Webcast can also be accessed at www.financialhearings.com, Betsson.

A copy of the presentation will be available for download at www.betssonab.com as of the 1 of August.