



Company announcement 9 / 2008

23 June 2008

Incentive programme

On 23 June, share options were granted to one other executive.

The share options entitling the holder to acquire 5,000 shares of a nominal value of DKK 20.00 each in PARKEN Sport & Entertainment A/S.

The exercise price has been agreed at DKK 1,180.45 per share of DKK 20. Section 7 H of the Danish Tax Assessment Act shall apply.

The share options may be exercised 4 weeks after the presentation of the financial statements for the year 2010. In order to exercise the share options, the executive must not be under notice of termination at the time of exercise.

The market value of the options granted has been calculated at DKK 1,908,000, based on the Black-Scholes model. This calculation is based on the assumption of a dividend rate of 0, a volatility rate of 30%, a risk-free interest rate of 4.50% and a time to expiration of 2.77 years.

PARKEN Sport & Entertainment A/S

Flemming Østergaard
Chairman