

PRESS RELEASE



BETTING PROMOTION

Betting Promotion: New Management Team

Malmö, Sweden, 2013-01-07 15:00 CET (GLOBE NEWSWIRE) --

Betting Promotion Sweden AB (publ), founded in 2003 with the mission to manage risks and liquidity to bookmakers and betting exchanges, has a new Management Team.

As previously announced Betting Promotion is entering a new phase with a focus on marketing and sales. The new Management Team is composed on these conditions and consists of the CEO Jonas Ornstein, CFO Oliver Zammit, CMO Richard Hogg, Product Manager Robert Wintersteller and Market Manager Lars Berglund.

Jonas Ornstein holds a BA in computer science and is one of the founding members of the company. Jonas was responsible for product development from 2003 to 2006.

Oliver Zammit, company group CFO, has a BA in Accounting and Master in Financial Services. Oliver is employed in the Group since 2006.

CMO Richard Hogg has been involved in online gaming since 1999, in Asia, the Americas and Europe. Richard is based in London and was employed in January, 2012.

Robert Wintersteller, Product Manager, has a degree of science in applied physics and electrical engineering and BA of electrical engineering. Robert

has seven years of experience in software development and algorithmic trading in the sports betting. He was employed in 2006.

Lars Berglund has a BA in social works science. As Market Manager, he is responsible for the content of the customer offering. He has been employed since 2009.

- Our new management team has a good mix of skills and solid experience in the gaming industry, making us well prepared for the challenges ahead, says CEO Jonas Ornstein.

Malmö, January 7, 2013

For further information, please contact:

Greg Dingizian

Chairman of the Board of Betting Promotion Sweden AB (publ)

Phone: +46 40 10 53 50

Certified Adviser:

The Company's Certified Adviser is Sedermera Fondkommission AB.

Betting Promotion Sweden AB (publ) is the holding company for operating subsidiaries. Betting Promotion puts the odds and acts as market maker on sporting events. Games are handled both before the match and during the match, so called live betting. Since 2003, Betting Promotion has been a market maker at the world's leading betting exchanges. The trade is done automatically and is thus meant to be both effective and stable. Betting Promotion also offers odds to bookmakers.