



Press information

Malta, 25 April 2008

Unibet welcomes the Danish tax minister's will to end the era of monopoly.

"We are looking forward to, together with the Danish government, create a modern, regulated and responsible Danish gambling market", says Petter Nylander, CEO Unibet.

Denmark together with Finland and Hungary, received a reasoned opinion from the European Commission in March 2007. The EU considered that the restrictions of the sports betting market are not compatible with existing EU law and that the measures taken by the Member States to restrict the free movement of sports betting services have not been shown to be necessary, proportionate and non-discriminatory.

Other countries that has received warnings or reasoned opinions from the European Commission are Sweden, France, Greece and Germany.

Link to interview: <http://dr.dk/Nyheder/Politik/2008/04/25/152029.htm>

For more information:

Petter Nylander, CEO, Unibet, +44 779 987 3152

About Unibet

Unibet was founded in 1997 and is an online gambling company 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 2.3 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 2007, 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