

OUTLINE

General guidelines for incentive pay for the executive board and the chairman of the supervisory board in PARKEN Sport & Entertainment Ltd

Compare the Danish Public Companies Act section 69 (b)

In pursuant to the Danish Public Companies Act section 69 (b), the supervisory board in PARKEN Sport & Entertainment Ltd propounds the following guidelines for future incentive pay for the executive board and the chairman of the supervisory board.

Before specific arrangements can be made regarding incentive pay in accordance with existing guidelines, these are to be discussed and approved at the company annual general meeting April 25, 2008.

1.

Purpose of incentive pay in PARKEN Sport & Entertainment Ltd

The overall purpose of incentive pay is to secure an attractive and competitive remuneration, compared to larger danish companies within the same lines of business, such as to secure that the company remains able to attract and maintain the best qualified leaders on the market.

As a rule, the granting of incentive pay is done according to individual agreements and in consideration of the manager or the chairman of the supervisory board's expected and continued value creation for the company.

Hence, it is the aim of the supervisory board to continue to motivate and award the results achieved by the executive board and the chairman of the supervisory board, to secure the continued financial prosperity and development in the company from which growth and increased value for company shareholders is achieved.

2.

Covered personnel

These guidelines apply to incentive programmes granted one or more members of the company executive board, when the supervisory board estimates that incentive pay will have a motivating effect on the manager to the benefit of the company.

The executive board consists of those managers registered with the Danish Commerce and Companies Agency.

The chairman of the supervisory board is also eligible for incentive pay in accordance to these guidelines.

Incentive pay can be adopted by the company executive board together with the chairman of the supervisory board for management employees, including non-registered managers and managers in

subsidiary companies, when this form of compensation is deemed appropriate for the employee in question. The supervisory board requests that incentive pay in these instances follow the same principles as in these guidelines laid down for the executive board to the extent possible.

3.

Provisions for the granting of incentive pay in PARKEN Sport & Entertainment Ltd

Incentive pay can be granted a manager or the chairman of the supervisory board as a supplement to the regular remuneration. Incentive pay can also be granted a manager or chairman of the supervisory board under the assumption that certain financial or operational results are achieved, the successful implementation of stated operational or strategic objectives or by a certain manager achieving stated personal objectives. Furthermore a manager or chairman of the supervisory board can be granted a programme for remuneration stretching over a period of years, which links to the day-to-day performance and continuous fulfilment of expected objectives and results.

The granting of incentive pay will be such that it rewards the individual for objectives achieved within his or her area of responsibility, so that the payment acts as a reward for achieved profitable results and, as such, promote the continued work of the executive board and the chairman of the supervisory board to the satisfaction of the supervisory board and the shareholders.

4.

Possible incentive programme for the executive board

Incentive pay that can be granted according to these guidelines are

Non-share-based compensation arrangements:

Bonus plans

Performance-based contracts

Share-based compensation arrangements:

Share options in PARKEN Sport & Entertainment Ltd (call option)

Subscription options in PARKEN Sport & Entertainment Ltd (warrants)

Phantom shares

Employee shares

Employee bonds

If incentive pay is decided as the granting of share options, these shares are to be taken from the company shareholding.

5.

The extent of incentive pay

The terms and stated value for granted incentive pay is negotiated individually and such, that these terms are adjusted according to the manager or chairman of the supervisory board's received compensation.

Granted share options are exercisable up to 6 weeks after publication of an annual report or interim account. The exercise of share-based incentive pay must at any time be in accordance with the applicable rules for trade in company securities by insiders and management employees.

6.

Present value

The present value of granted incentive schemes will be allocated in the financial statement calculated according to the Black & Scholes formula in compliance with IFRS.

7.

Publication

After the end of the financial year the value of granted incentive pay will be stated as a separate item in the financial statement securing utmost transparency for company shareholders.

In continuation of the general meeting treatment and approval of these guidelines, a resolution that guidelines for incentive pay for the company executive board has been adopted will be stated in the company guidelines.

Immediately following the general meeting the guidelines will be obtainable from the company website www.parken.dk in the section "investor relations".

So treated and approved at the annual general meeting April 25, 2008

Chairman of the Meeting

Philip Nyholm