



Press information

Malta, 31 January 2008

Unibet welcomes European Commission's initiative against the Swedish monopoly

Unibet welcomes today's decision taken by the European Commission to launch an investigation into the Swedish poker monopoly. This underlines the need for a modern and responsible Swedish gambling policy.

As one of Sweden's largest privately-owned gambling operators, Unibet has argued during the last 10 years for a regulated egaming industry with equal opportunities for private and state-owned operators.

In 2006, the Swedish government granted the state-owned gambling monopoly a poker license, thereby expanding its monopoly, while preventing EU-licensed operators from offering their online poker services in the country. This is the second proceeding opened against Sweden's protectionist gaming legislation. A first procedure focusing on sports betting restrictions was launched in 2006. The next step in this infringement proceeding would be the referral to the European Court of Justice.

"We are welcome this important action from the European Commission. It is a big step forward for Unibet and the whole gambling sector towards a modern, regulated gambling market. Unibet, through dialogue with the Swedish government, wants to achieve a responsible, modern, regulated gambling industry in Sweden", says Unibet's CEO Petter Nylander.

For more information:

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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 2.0 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.

Since December 2007, the bingo operator Maria Holdings is part of the Unibet Group.

More information about Unibet Group plc can be found on www.unibetgroupplc.com