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Press Release, January 10, 2008

## **Company presentation at analysts meeting in Copenhagen**

Boss Media AB (publ.) is participating with a company presentation at the “SEB Enskilda Nordic Seminar – Copenhagen 2008” on January 10th.

The content of the presentation can briefly be summarized as follows:

- End of a turbulent 2007 was stronger than expected
- 2008 is a year of new product launches and increased sales focus
- Given strong market position and balance sheet, Boss Media has an ambition to take active part in the industry consolidation
- Boss Media aim to double revenue at sustained margin by 2010

The complete presentation is available at the company website at [www.bossmedia.com](http://www.bossmedia.com)

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***Boss Media AB (publ)** is one of the world's leading independent and total suppliers of systems for digitally distributed gaming entertainment. Boss Media develops gaming system solutions for such distribution channels as personal computers/Internet, interactive gaming terminals and digital TV. Licensees are offered a customized gaming system, an integrated payment system and operator-related services. The Boss Media-share is listed on the OMX Nordic Exchange list (Small Cap/IT). More information about Boss Media is available at [www.bossmedia.com](http://www.bossmedia.com).*