



Malta, 20 December 2007

## Notification of holdings

Following a reorganisation of Unibet's Chairman Anders Ström's s businesses, the shareholding in Unibet Group plc of 3,403,356 SDRs has today been transferred to a new entity: Keyson Premier Ltd. Anders Ström is the sole owner of the new company which means that there is no change to the beneficial ownership of his shareholding in Unibet Group plc.

### For more information:

Anders Ström, Chairman Unibet, +44 844 815 8700

### 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](http://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.

More information about Unibet Group plc can be found on [www.unibetgroupplc.com](http://www.unibetgroupplc.com)

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