



Press release

Malta, 17 December 2007

Unibet issues bond of EUR 100 million

On November 26, 2007, Unibet Group plc announced that E. Öhman J:or Fondkommission AB ("Öhman") had been assigned to explore the possibilities of raising capital in the bond market to a maximal volume of EUR 100 million.

Öhman has, together with the management of Unibet, carried out a so called "road show" and has had discussions with a number of investors. The conclusion from these discussions shows that the conditions for a successful capital raising are very good and consequently, the Board of Directors in Unibet has decided to issue a bond of a total nominal value of EUR 100 million. Allotment and final terms and conditions are settled through an auction process ending during Monday, December 17, 2007. Thereafter the final terms and conditions will be announced.

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.

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