



Press release

Malta, 26 November 2007

## Unibet explores possibilities for a bond issue

Since its founding, Unibet Group has achieved high growth, both organically and by means of acquisition. The company is continually evaluating acquisition alternatives in alignment with its vision to increase the growth within strategic and geographic areas, and with the corporate objective to position the company as one of the three largest participants in every geographic market entered.

For some time now, the company has had discussions with a number of parties regarding strategic acquisitions and it is the Board of Directors' opinion that one or more of these acquisitions may be realised. For the purpose of being financially prepared in connection with such acquisitions, Öhman Fondkommission has been assigned by the Board of Directors to explore the possibilities of raising capital in the bond market to a maximum volume of EUR 100 millions, in line with the company's financial objectives.

### For more information:

Inga Lundberg, Investor Relations  
Ragnar Hellenius, CFO and deputy CEO

+44 788 799 6116  
+44 784 167 3517

### 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 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)