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## PRESS RELEASE

### **Net Entertainment extends partnerships with major operators for supply of its casino portfolio to the Danish regulated market**

Betsson, Unibet, Bet24 and Sportingbet (incl. Scandicbookmaker and Danbook) have selected Net Entertainment as their local casino partner for Denmark

Net Entertainment has signed multiple agreements to supply its award winning casino to major operators targeting the Danish regulated market.

The new agreements further solidify the company's position as a key online casino provider for a regulated Europe. Based in Stockholm, Sweden, Net Entertainment has a long track record of success in Scandinavia as a supplier to majority of the most prominent gaming operators in the region. In July 2011, Net Entertainment became one of the first suppliers to offer casino games in the newly regulated Italian market.

"Net Entertainment is well-positioned to ensure smooth entry into newly regulated markets. We have solid expertise of the Danish market and we continue to support our partners through the process of launching under a new jurisdiction. The opening of the Danish market offers a great opportunity for us, and our partners to drive sustainable growth moving forward. Together with our partners, Danish players will be able to enjoy a full suite of casino games including popular video slot titles such as Gonzo's Quest™, Bloodsuckers™ and Jack Hammer™ to mention a few. We are very excited to work with the potential of the local market together with our partners, which is scheduled for market opening in beginning of 2012," comments Acting CEO Björn Krantz.

For additional information please contact;

Björn Krantz, Acting CEO Net Entertainment; Phone +356 2276 8115  
[bjorn.krantz@netent.com](mailto:bjorn.krantz@netent.com)

#### *About Net Entertainment*

*Net Entertainment is a premium supplier of digitally distributed gaming systems used by some of the world's most successful online gaming operators. The Net Entertainment casino is a complete gaming solution comprising both a complete management platform and a full suite of high quality games. Operators are provided a customized casino that is easily integrated ensuring short time to market and a cost efficient operation. Net Entertainment is listed on Nasdaq OMX Stockholm (NET-B). More information about Net Entertainment is available at [www.netent.com](http://www.netent.com).*

#### *About Unibet*

*Unibet was founded in 1997 and is an online gambling company listed on NASDAQ OMX Nordic Exchange in Stockholm. Unibet is one of the largest privately-owned gambling operators in the European market and provides services in 27 languages through [www.unibet.com](http://www.unibet.com), [www.unibet.it](http://www.unibet.it) and [www.maria.com](http://www.maria.com). Today, Unibet has more than 5.9 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 audited and certified by eCOGRA in relation to responsible and fair gaming. More information about Unibet Group plc can be found on [www.unibetgroupplc.com](http://www.unibetgroupplc.com)*

#### *About Betsson*

*Betsson AB's Core Business consists of investing and administering shareholding in companies, which, through partners or by themselves, offer games to end users via the internet. Betsson AB owns Betsson Malta which operates games through partnerships and the websites [www.betsson.com](http://www.betsson.com), [www.betsafe.com](http://www.betsafe.com), [www.casinoeuro.com](http://www.casinoeuro.com) and [www.cherrycasino.com](http://www.cherrycasino.com). Betsson Malta offers Poker, Casino, Sports betting, Scratch Cards, Bingo and Games. The customers mainly ORIGINATE from the Scandinavian countries and other parts of Europe. Betsson AB is listed on NASDAQ OMX Nordic Mid Cap List, (BETS).*