



Press release

Malta, 9 October 2009

Change of option exercise window and use of buyback shares

Unibet Group plc currently has 131,570 options that vest in November 2009.

In accordance with the rules of the share option plan, Unibet has extended the life of these options from 15 November 2009 to 15 September, 2010 and replaced the 15 day exercise window with four exercise windows of 15 days each.

In accordance with the authority granted by shareholders at the Annual General Meeting held on 25 April 2007, the Board has resolved that the shares/SDRs repurchased between May and August 2007 may be used to facilitate the exercise of share options that vest in November 2009. The company currently holds 297,900 of its own shares as a result of the buy-back programme.

For more information:

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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. Today, Unibet has more than 3.6 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.

In December 2007, Unibet acquired Maria Holdings, the largest online bingo operator in the Nordic market and in April 2008 Scandinavia's largest trotting community, Travnet.

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