



Press information

Malta, 16 November 2010

Regarding today's press release

Unibet Group plc notes the announcement made by Sportingbet Plc earlier today following press speculation.

As a leading player in the online gaming market Unibet maintains an on-going dialogue with a number of companies in the sector. Whilst it is the company's usual policy not to comment on market speculation, the Company confirms that preliminary discussions with Sportingbet are no longer on-going.

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 4.7 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