

## **Boss Media employs leading expert in Internet gaming**

23 November 2001 – Växjö, Sweden

Boss Media has appointed Krister Bergström as the company's new Executive Vice President. Bergström has many years' experience of the gaming sector and was responsible for an Internet-oriented gaming company in Gibraltar as far back as 1996.

Krister Bergström joins the company from Svenska Spel (Sweden's state owned gambling operator), where he was responsible for strategic business development and formed part of the company's group management. At Boss Media Bergström will primarily be working on production and development.

Krister Bergström replaces the current Executive Vice President Joel Wikell and will take up his position with Boss Media at the beginning of January 2002.

*The **Boss Media Group** is a leading provider of solutions for casino operations on the Internet. Potential licensees are offered a selection of customized client-server systems, an integrated payment system, and the maintenance and administration services necessary for the successful running of an Internet casino. Boss Media AB (publ) is a publicly traded company listed on the O-list of the Stockholm Stock Exchange (Attract 40). More information about Boss Media can be found on the company's website: <http://www.bossmedia.se>.*

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