



Press release

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Newly appointed CEO for Unibet's poker network

Unibet's poker network, B2B poker, has appointed Stefan Mahlstein as its CEO. Stefan Mahlstein was previously working for the Swedish internet stock broker Avanza, where he was responsible for business development and the internet portal.

B2B Poker (Sweden) AB is a subsidiary of 24hBET AB. Unibet Group plc has acquired 23 per cent of the shares of B2B Poker (Sweden) AB and has an option to increase its ownership to approx. 36 per cent of the shares.

The poker network is the world's only network with an entirely European profile. Information is given to customers in 14 different languages, using the euro currency and offering local poker games. Also the network partners can offer efficient payment transactions through local bank payment systems. The aim of the network is to be one of the leading poker networks in Europe.

For further information please contact:

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About Unibet

Unibet was founded in 1997 and is a Swedish owned gambling company with its headquarters in London. In June 2004, Unibet Group plc listed on Stockholmsbörsen's O-list. Today Unibet, being the only publicly-listed, and one of the largest privately owned gambling operators in the Nordic market, provides services in 12 languages through www.unibet.com. Unibet has more than 300,000 customers in over 100 countries. Unibet is a member of the EBA, European Betting Association.