

Sigma builds betting information sites for Gokickit

New Sigma AB, which is based on the e-solutions business area within the former Sigma Group, has developed the technology behind the betting information sites spelombudsmannen.se and optibet.com. Betting on the Internet is expected to increase by 75% annually.

Betting games represent one of the world's biggest entertainment industries. The betting market is currently experiencing rapid structural change. New channels for communication and transaction, such as the Internet and DTV, are creating completely new conditions for gamblers and betting companies.

Spelombudsmannen, which is run by Optibet International Ltd, currently has 30,000 unique hits per month. This makes the site one of Scandinavia's largest sources of information for betting within areas such as soccer and ice hockey. Bettors can use the site to find facts, tips and analyses.

"Betting is one of the services that has really proven to work on the Internet. Our aim is to successfully expand our range of services," says Samuel Edoh, Managing Director of Gokickit Sweden AB.

"The betting market is a strategically important area for us, and we are witnessing rapid growth. The Internet makes it easy and exciting to bet on soccer matches, for example, without being restricted by time or location. Moreover, the target group comprises people who are regular Internet users," says Bert-Ola Bångman, Managing Director of Sigma Corporate Communications.

New Sigma AB focuses on business-generating digital consultancy services for development-intensive customers in a global economy. Services are offered within three business areas: Business Solutions, IT Solutions and Network & Wireless Solutions. The new Group has approximately 1,300 employees at 35 niche subsidiaries in Sweden and several other countries (www.sigma.se).

The former Sigma AB (publ) changed name on June 12, 2001 to Teleca AB (publ) on the O-List of the Stockholm Stock Exchange. Teleca is comparable to the former Embedded Solutions business area within Sigma. During a transition period, new Sigma AB is included within Teleca as an independent subsidiary group. Sigma AB will be spun off after summer 2001 and be a separately listed company on the O-List.

For further information, please contact:

- Samuel Edoh, Managing Director Gokickit Sweden AB, +46 (0)8-663 82 50
- Bert-Ola Bångman, Managing Director Sigma Corporate Communications, +46 (0)703-790 533
- Jens Nedstam, Sales Manager Sigma Corporate Communications, +46 (0)703-790 583