



Press Release, October 26, 2005

Johan Berg is new President of Boss Media AB

The Board of Directors of Boss Media has appointed Johan Berg, 46, President of Boss Media.

Johan Berg has some 20 years of experience of the software industry. For the past 13 years, he has worked at Intenia, where his positions included President of Intenia Benelux, manager for Intenia's establishment of an international distributor network for South America, Eastern and Central Europe and head of Intenia's product development company. For the last 1,5 years within Intenia, Johan Berg acted as Deputy CEO, with global responsibility for Intenia's partner strategy and service organization.

"Johan Berg's experience in the software industry will constitute a significant strengthening of resources for the continued development and growth of Boss Media," says Björn Nordstrand, Chairman of the Board of Boss Media AB.

"I feel very confident in relinquishing the helm to Johan Berg. In just a few years, Boss Media has advanced from being a gaming operator to a leading systems supplier in a rapidly growing market for digitally distributed gaming entertainment. This is a position that will now be further strengthened," continues Björn Nordstrand.

"With my background and international experience in the software industry, the opportunity to lead a growth company like Boss Media is the most stimulating I can imagine," says Johan Berg.

"Boss Media has a successful business model and a well-aligned organization. That makes us very strong for the future, in which I intend to continue efforts based on the guidelines established by the Board of Directors," concludes Johan Berg.

Johan Berg will assume his position on December 15, 2005.

For further information, please contact:

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***Boss Media AB (publ)** is one of the world's leading suppliers of systems for digitally distributed gaming entertainment. Boss Media develops gaming system solutions for such distribution channels as personal computers, interactive video terminals, mobile phones and digital TV. Licensees are offered a customized gaming system, an integrated payment system as well as related services. The Boss Media-share is listed on the O-list (Attract 40) of Stockholmsbörsen (Stockholm Stock Exchange). More information about Boss Media is available at www.bossmedia.se.*