



Press Release, November 9, 2006

## **Boss Media strengthens product offering and increases availability of its partner-based poker network**

Boss Media has initiated the development of a web-based poker product. The new gaming client is being developed in Macromedia Flash. The fact that the client will be web-based means that players will be able to log onto Boss Media's partner-based poker network directly from the browser, without having to download software to their computer, which also means that availability will increase substantially. Delivery is scheduled for spring 2007.

"Our web-based poker product is a natural and desired complement to our existing downloadable product. The launch of the web-based poker product will attract so-called casual players to a greater extent. These could be players who have yet to try playing poker on the Internet or players who want a simple way of participating in a couple of quick poker rounds during their lunch break. They could also be players who quite simply do not have the capacity to download a full poker client for installation," says Eric Matsgård, Head of Product Development at Boss Media.

"Being able to offer our poker service via a web-based poker client will provide key support in our focus on the branded market. Our experience shows that related sites attract a different type of player, ones who demand simpler and faster access to the games offered, compared with those who traditionally play in our poker rooms," says Johan Berg, President and CEO of Boss Media.

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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 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 Nordic list (Small Cap) of Stockholmsbörsen (Stockholm Stock Exchange). More information about Boss Media is available at [www.bossmedia.se](http://www.bossmedia.se).*