



Press Release, November 9, 2006

Boss Media appoints new Chief Financial Officer

Boss Media AB has appointed Urban Enqvist as the company's new Chief Financial Officer. He will assume his new position on December 18 and will be a member of the company's Executive Management Group. Urban Enqvist joins Boss Media from a position as Chief Financial Officer at Orrefors Kosta Boda AB.

Markus Holm, Executive Vice President/CFO of Boss Media, will pursue other duties within the company. Markus Holm will be responsible for such activities as the development of Boss Medias gaming machines (IVT/Interactive Video Terminals) and payment solutions and for further development of Boss Media's indirect sales channels. He will continue to serve as Executive Vice President of the company.

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 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.*