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Boss Media and Sportingbet strengthen relations by signing a new three-year agreement

Boss Media has signed a three-year casino and poker contract with Sportingbet, which will continue to use Boss Media's software to power both its casino and poker offerings for its European based websites. In addition, Sportingbet will combine its Paradise Poker players with the Boss Media poker network further enhancing the player liquidity pool. Sportingbet will retain the Paradise Poker brand and migrate all Paradise poker players to Boss Media's partner-based poker network in due course.

"Our independence combined with size now makes Boss Media's partner-based poker network one of the most attractive on the market. Based on the new agreement, we obviously foresee possibilities to further extend the partnership to other product areas," says Johan Berg, CEO of Boss Media AB.

"This deal combines all our poker players in one destination, maximizing liquidity while reducing the complexity of running two separate poker operations. The addition of the Paradise Poker players will make Boss Medias partner-based poker network one of the largest in Europe," says Andrew McIver, CEO of Sportingbet Plc.

For further information, please contact:

Johan Berg, President and CEO, Boss Media AB (publ), telephone: +46 (0)470 70 30 01 or +46 (0)733 70 30 25, e-mail: johan.berg@bossmedia.se

***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 OMX Nordic Exchange list (Small Cap/IT). More information about Boss Media is available at www.bossmedia.se.*