

Boss Media Develops Internet Casino for Land-Based Gaming Corporation

September 4, 2000 - Vaxjo, Sweden

Boss Media, a major provider of Internet casino software and solutions, has signed an agreement to develop an online casino for a company within the land-based gaming industry. The casino is scheduled to be completed and ready for launch on the Internet by the end of the year, and will accept real money bets from online players. "This is an important breakthrough for our company," says Johan Sigvardsson, Boss Media's chief executive officer. "We've now established Boss Media as a casino supplier within the traditional, land-based gaming industry." At present, Boss Media is not at liberty of revealing the identity of its new customer. "For competitive reasons, our customer has requested to remain anonymous until the Internet casino opens," explains Sigvardsson.

Boss Media has now sold a total of 31 casino software licenses since its first sale in 1998. 17 of these casinos have been sold in 2000.

Boss Media (<http://www.bossmedia.se/>) is a publicly traded company listed on the Stockholm Exchange O-list. The Boss Media Group is a leading provider of turnkey solutions for casino operations on the Internet. Potential licensees are offered a customised client-server system, an integrated payment system, and the maintenance and administration services necessary for the successful operation of an Internet casino.

For more information, contact:

Johan Sigvardsson
CEO
Cell: +46 708 703785
Ulrika Persson
Investor Relations
Cell: +46 733 367769
The Boss Media Group
Tel: +46-470-703000
Fax: +46-470-703050
<http://www.bossmedia.se>