



Press information

Malta, 28 October 2008

Granting of options

Unibet Group plc has granted options over 169,443 shares to senior management and key employees, in accordance with the approval granted at the AGM on 29 April 2008.

Date of grant: 29 September 2008.

The exercise date on these options will be 1 - 15 November 2011.

These options, over 87,883 shares, are issued in respect of shares previously repurchased by the Group under the share buy-back programme. The right to exercise the granted options will be conditional upon the holder remaining an employee (as the general options scheme) and the achievement of long term financial goals. The exercise price for these options corresponds to 100 per cent of the average market value of the Unibet share during a 5 day period prior to 29 September, 2008. The maximum dilutive effect of this grant will correspond to 0.30 per cent.

Date of grant: 29 September 2008.

The exercise date on these options will be 1 - 15 November 2011.

These options, over 58,110 shares, are issued in respect of new shares to be issued when the options are exercised. The maximum dilutive effect of this grant will correspond to 0.20 per cent.

Date of grant: 3 September 2008.

The exercise date on these options will be 1 - 15 November 2011.

These options, over 23,450 shares, are issued in respect of new shares to be issued when the options are exercised. The maximum dilutive effect of this grant will correspond to 0.08 per cent.

If all of the options under the above grants are exercised, the result will be that 81,560 new shares will be issued and that 87,833 shares currently held by the company will be transferred to option-holders.

The maximum dilutive effect of the above grants would be 0.58 per cent. Taking into consideration previously issued options, the aggregate maximum dilution amounts to 3.27 per cent of the share capital after dilution.

For more information:

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About Unibet

Unibet was founded in 1997 and is an online gambling company is listed on Nasdaq OMX Nordic Exchange in Stockholm. Unibet is one of the largest privately-owned gambling operators in the European market and provides services in 20 languages through www.unibet.com. Today, Unibet has more than 2.7 million customers in over 100 countries. Unibet is a member of the EGBA, European Gaming and Betting Association, RGA, Remote Gambling Association in the UK and is certified by G4, Global Gaming Guidance Group. In December 2007, Unibet acquired Maria Holdings, the largest online bingo operator in the Nordic market and in April 2008 Scandinavia's largest trotting community, Travnet.

More information about Unibet Group plc can be found on www.unibetgroupplc.com