

Peter Bertilsson Is the new Managing Director for Boss Media

Växjö, 21 September 2001

Johan Sigvardsson is leaving his position as Managing Director for Boss Media AB for personal reasons. In view of this, the Board of Directors has appointed Peter Bertilsson as the new Managing Director as of 1 October 2001.

Peter has a strong background in, and knowledge of, Internet gaming and the international gaming world. Over the past few years Peter has held the position as Deputy Managing Director for SBS New Media and has worked as a consultant for Svenska Spel. "Here at Boss Media we are very pleased and proud that such a highly qualified person as Peter Bertilsson has joined our company, at the same time we are sorry that Johan Sigvardsson will no longer be working actively for the company," said Björn Nordstrand, Chairman of Boss Media's Board of Directors.

*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. Boss Media AB (publ.) is a publicly-traded company listed on the Stockholm Exchange's O-list (Attract 40). More information about Boss Media is found on the company's web site: <http://www.bossmedia.se>*

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