



Press release, May 27, 2005

## **Boss Media and Svenska Spel sign strategic partnership agreement**

Boss Media and Svenska Spel have worked together for several years on various projects in the area of digital gaming. Interest for digital games has increased dramatically, and the two companies have now decided to leverage the extensive experience that they have acquired. This combination, in which Boss Media has been responsible for technical and platform development and Svenska Spel has developed game concepts and handled daily operations, has proven to be very successful. With the partnership agreement, the two companies will now take advantage of the unique platform that the partnership has created.

Svenska Spel is selling its expertise and Boss Media's technical platform to members of the World Lottery Association ([www.world-lotteries.org](http://www.world-lotteries.org)) with a focus on Europe. Currently the WLA has about 140 members, of which there are some 60 in Europe that are potential customers.

"I believe that Svenska Spel is the world leader in developing digital gaming. That expertise and Boss Media's widely regarded profitable technology creates a combination that will be a strong offering in the market," says Peter Bertilsson, president of Boss Media.

"We see this as a significant opportunity to strengthen the regulated gaming market," says Jan Stocklassa, manager of the International business area at Svenska Spel. "If more companies within the WLA sphere increase their level of technical competence and improve their product offering, they will have significantly better ability to withstand competition from Internet companies and other competitors."

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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, mobile phones 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 O-list (Attract 40) of Stockholmsbörsen (Stockholm Stock Exchange). More information about Boss Media is available at [www.bossmedia.se](http://www.bossmedia.se).*