



Press information

Malta, 20 July 2010

Henrik Tjärnström new CEO of Unibet Group plc

Henrik Tjärnström has been appointed as the new CEO of Unibet Group plc with effect from 20 July 2010. This follows the notification to the Board by the current CEO Petter Nylander of his resignation. Mr. Nylander however will continue, in agreement with the Board, to support the company in an advisory role in respect of certain specific projects.

"After five years with Unibet Petter has decided to return to Stockholm. During Petter's leadership, the company has increased the number of customers fourfold, tripled the turnover and doubled the profit after tax. This has been five good years", says the chairman and Unibet founder Anders Ström.

"We are extremely pleased that Petter Nylander will continue to be available to the company. Petter's experience in the industry and his network is very valuable and I look forward to continue working closely with him".

Henrik Tjärnström has been Unibet's CFO and deputy CEO since 1 April 2008 and before taking this executive role, he was a member of the board of directors of Unibet from 2003 to 2008. Prior to that Mr.Tjärnström spent eight years working for Skanska including three years in London.

"The Board is very pleased that we have been able to recruit a CEO from within the company. Henrik has unique experience of Unibet and the industry and we are convinced that he is the right person for this position", comments Anders Ström.

"Henrik is already deeply involved in the development and execution of the company's strategy in his current position as deputy CEO. Given that, it feels natural that he takes the role as CEO to pursue these issues operationally", says Anders Ström.

"The market and the industry is now entering a new phase and I believe that Unibet has strong potential to build on its position in the future. In particular our restructuring to develop separate B2B and B2C businesses gives us a clearer focus and more opportunities for co-operation with other companies in the industry, "says Henrik Tjärnström.

Graham Stretch will assume the role of acting Chief Financial Officer. He has served as Head of Accounting & Control for Unibet for almost three years and is currently responsible for the group's financial reporting and tax functions.

For more information:

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About Unibet

Unibet was founded in 1997 and is an online gambling company 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 27 languages through www.unibet.com. Today, Unibet has more than 4.4 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 audited and certified by eCOGRA in relation to responsible and fair gaming.

In December 2007, Unibet acquired Maria Holdings (www.mariabingo.com), the largest online bingo operator in the Nordic market, and in April 2008 acquired Scandinavia's largest trotting community, Travnet.

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