

## **Boss Media sells an Internet casino to a South American company**

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Boss Media announces that the company has signed an agreement with Elcasino.com NV. This Internet casino will be launched with English and Spanish language versions to attract people especially in South America among others. Elcasino.com has previous experience in the fields of radio and newspaper publishing. The casino is expected to be up and running in the beginning of 2002.

This license sale is Boss Media's first contract with a South American operator. Peter Bertilsson, CEO of Boss Media says: "South America is a new market with a big potential where the common language is a drive to reach players fast."

Furthermore Boss Media delivers new language versions of its software client. Now Atlantic Casino (<http://www.atlanticcasino.com>) and Dr. Ho (<http://www.drholite.com>) will have access to versions in Mandarin and Cantonese. Both companies are successful in the Asian market and have now decided to offer their gaming customers the opportunity to choose another language when they download the software.

Boss Media now has licensed casinos offering English, German, Swedish, Mandarin and Cantonese, and soon Spanish, Portuguese, French and Italian will also be offered. Peter Bertilsson, CEO of Boss Media says: "Asia is a very important market and Mandarin and Cantonese is the most important languages there." He adds: "Offering different language versions is another way of penetrating a local market. We have noticed that licensees have had success when they have chosen to launch an Internet casino in another language in the market where they have the closest ties."

*The **Boss Media Group** is a leading provider of solutions for casino operations on the Internet. Potential licensees are offered a selection of customized client-server systems, an integrated payment system, and the maintenance and administration services necessary for the successful running of an Internet casino. Boss Media AB (publ) is a publicly traded company listed on the O-list of the Stockholm Stock Exchange (Attract 40). More information about Boss Media can be found on the company's website: <http://www.bossmedia.se>.*

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