

Boss Media takes position in Europe

Vaxjo, Sweden, July 1, 2002

Boss Media strengthens its leading presence on the European gaming market with the launch of Victor Chandler Casino and SuperVegas Casino.

"We are very pleased to announce that these two online casinos are up and running and we are proud to present state-of-the-art products to the gambling market. We have been working very close together after we signed the contracts earlier in the year with these two well positioned companies", says Peter Bertilsson, CEO of Boss Media.

Victor Chandler Casino (<http://www.victorchandlercasinocom.com>) is operated of The Victor Chandler Group. The company has been established as a bookmaker for over 50 years with operations throughout UK, as well as Asia and is also UK's leading independent bookmaker.

In addition, Victor Chandler launched its first online casino in 2000 – "*The Spin Room*", and followed this with victorcasino.com in late 2001. The group plans to launch 12 new gaming products worldwide by the end of 2002.

SuperVegas Casino (<http://www.supervegascasinocom.com>) is operated of the largest Internet sportsbook in the world, Sportingbet.com Plc. (<http://www.sportingbet.com>). Sportingbet is a global online and telephone sports betting and casino company with approximately 450 000 customers. The Group offers a comprehensive range of bets on a variety of international sports and bets in 23 countries. The SuperVegas Casino is integrated with the sportsbook system; so all Sportingbet's customers can log in using their Sportingbet username and password. New players can also create new accounts in both systems directly from the SuperVegas Casino.

SuperVegas Casino uses the Sportingbet payment system, which means that players can fund their accounts in eleven different currencies. SuperVegas Casino also uses the Sportingbet Customer Services.

The Boss Media Group is one of the world's leading suppliers of digitally distributed gaming entertainment. Potential licensees are offered a customized client-server system, an integrated payment system, and the maintenance and administration services necessary for the successful operation of the licensed gaming system. Boss Media AB (publ) is a publicly traded company listed on the Stockholm Stock Exchange's O-list (Attract 40).

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