



New Bingo Platform from Boss Media

Boss Media, Europe's leading digital gaming software company, launches online Bingo.

Bingo is one of the world's favorite games in bingo halls as well as in game shows and lotteries. In the US, bingo halls receive more than 1.2 billion visits every year. This can be compared with rock concerts with 40 million visits a year, sporting events with 32 million, or movies with 960 million visits each year. And now Bingo is one of the fastest growing segments on the Internet and is expected to experience the same growth as online casinos did until the end of the nineties.

Boss Media offers systems for casino games and is now expanding its product portfolio to include a turnkey Bingo platform. The existing casino platform has generated more than SEK 500 million since its launch in 1997. The Bingo platform will be launched via Boss Media's own Bingo portal, www.bingoarena.com, and will offer a wide variety of Bingo games, slot machines and scratch lotteries. In addition to BingoArena.com, sales of whole systems to large state-owned and private gambling operators, media companies and charity organizations are expected to generate substantial revenues.

"I wouldn't be surprised if Bingo became our most important product in the future. Bingo and scratch lotteries are games that people really enjoy. Up to now, gambling on the Internet has been mainly about casino games and pc games. We believe that Bingo can reach a wider audience of people who play because it's fun and not only because they want to hit the jackpot," says Peter Bertilsson, Boss Media's CEO who worked with the team behind the Bingolotto TV-show in Sweden.

"Bingolotto taught us the power of Bingo, and our experience from the casino world has taught us a winning combination of marketing, technology, security and quality," Bertilsson continues.

There is already huge client interest in Boss Media's Bingo system with requests from customers coming in from all over the world after a sneak preview at the Las Vegas Gambling Expo in September.

"This is truly an important milestone in Boss Media's development. Just how important it is, only time will tell," says former TV 4 CEO, Björn Nordstrand, chairman of Boss Media.

Bingo Arena (<http://www.bingoarena.com>) provides players with a variety of Bingo games such as Big Ben – 90 balls, Golden Gate – pattern bingo, Acropolis – European style bingo and Taj Mahal – progressive jackpot bingo. Bingo Arena offers unique features that allow players to place side bets on fellow players who they think will win the game. Players also have the opportunity to play other games between rounds of Bingo, such as slot machines and instant winner "scratch tickets."

***The Boss Media Group** is one of the world's leading suppliers of digitally distributed gaming entertainment. Potential licensees are offered a customized gaming system, an integrated payment system and the maintenance and administration services necessary for the operation of the licensed gaming system. Boss Media AB (publ) is a publicly traded company listed on the Stockholm Stock Exchange's O-list. For more information about the company, please visit <http://www.bossmedia.com>.*

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