



## **Svenska Spel chooses Boss Media**

### **- New prestige contract for Boss Media**

AB Svenska Spel, Scandinavia's biggest gaming company, is deepening its links with gaming system supplier Boss Media. Boss Media, which supplies systems for digitally-distributed gaming entertainment, has built Svenska Spel's Internet casino – [www.casinocosmopol.se](http://www.casinocosmopol.se) – where players from all over Sweden can try out Roulette, Black Jack and lots of other casino games. Now Boss Media has been chosen for the prestigious task of developing digital scratch cards, lotteries and other quick games – primarily for the Internet, but the cooperation may be extended to include other digital channels such as mobile telephones and digital TV.

“Svenska Spel is probably the most expert gaming operator in Europe. The fact that it is putting even more trust in Boss Media is of course great and very stimulating”, says Peter Bertilsson, President and CEO of Boss Media.

The contract also gives Boss Media an important reference customer vis-à-vis other big gaming companies in the world which, like Svenska Spel, are investing in a future involving a broad digital gaming portfolio.

“We are very pleased with our cooperation with Boss Media and hope that this agreement will result in an even better gaming service on the Web,” says Mikael Franzén, Business Area Manager for Direktkanalen at Svenska Spel.

***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>.*

#### **For additional information, please contact:**

Peter Bertilsson  
CEO and President  
Boss Media AB (publ)  
Tel.: +46 (0)470 70 30 01 or +46 (0)709 93 25 54  
E-mail: [pbe@bossmedia.se](mailto:pbe@bossmedia.se)

Mikael Franzén  
Business Area Manager Direktkanalen  
AB Svenska Spel  
Tel: +46 (0)498 26 35 00