



Boss Media launches a new product at the World Lottery Association Congress in Adelaide...

Boss Media is this week launching a new gaming product, Interactive Video Terminals (IVT), at the World Lottery Association Congress in Adelaide. IVT is a new solution for physical gaming machines, providing them with Internet-based software from Boss Media instead of using the traditional mechanical systems. IVT will be able to be used, for example, at casinos, on cruise ships or by traditional gaming machine operators. IVT will enable gaming operators to change games by simply pressing a button, e.g. to offer Bingo in the daytime and Roulette at night and to adapt games according to demand without the need to invest in new machines. Another advantage is that the IVT system provides immediate gaming statistics and other real-time information, making it possible for operators to increase their profitability. Boss Media is aiming at implementing the first pilot installation in the second quarter of 2003. Boss Media's management expects IVT to be an important business area for the Company in the future.

...and is accepted as an associate member of the World Lottery Association

Boss Media has been accepted as an associate member of the World Lottery Association (WLA). Membership in WLA will provide Boss Media with natural contacts with leading national gaming companies and the possibility of offering system solutions in all major international purchasing contexts. WLA has traditionally been very restrictive in accepting new members. It has, as a rule, denied membership to Online gaming operators, due to the fact that the industry has been characterized by opportunistic operators that do not always comply with national gaming legislation and that have unclear ownership structures.

"We regard the fact that Boss Media has been accepted as a member – which requires the approval of all of the other members – as a sign that Boss Media is perceived as a long-term player in the market. We can contribute both experience and competence which will benefit other members," says Peter Bertilsson, CEO and President of Boss Media.

Boss Media already has experience from working with national gaming companies, including cooperation with Svenska Spel (Swedish national lottery) for which Boss Media has developed casino games and is currently developing digital games, lotteries and other quick games – primarily for the Internet. Svenska Spel has been a member of WLA since the start.

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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