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Boss Media to deliver Pick'n'Click – new Internet gaming form – to Svenska Spel

Successful scorer or effective goalkeeper? The choice is yours in Penalty Kick, one of the new games that Boss Media AB has developed in cooperation with Svenska Spel.

A completely new category of games is being launched on the Svenska Spel website this week. Pick'n'Click is the game that contains everything we have always dreamed about – a win every time. For the player, the only challenge is to find where the prize is hiding among the cards and dice.

“This is a very exciting development that contains exactly the ingredients that today’s players want,” says Svenska Spel’s President Jesper Kärrbrink.

The unique aspect of the Pick'n'Click gaming form – or probability games, as the category is also called – is that there is an opportunity to win on every play. It is the player’s choice that determines if the prize will be won.

“The game’s design corresponds to the behavior that today’s players exhibit. Pick'n'Click is fast, entertaining and has impressive graphics with many choices and game variants. I am convinced that it will be very popular among our customers,” continues Jesper Kärrbrink.

“Just as in all of our product development, we have carefully considered the issue of responsible gambling. As with all of our other instant games, Pick'n'Click will therefore have limits on wagers. In addition, there are a number of functions on our website that will help players to exercise control over their play. For example, players will be able to establish their own personal gambling budgets,” says Jesper Kärrbrink.

Initially, there will be three Pick'n'Click games on the svenskaspel.se website: Three-card poker, Dice and the soccer game Penalty Kick.

“We believe that this type of game will be popular in the state-operated lottery market,” says Peter Bertilsson, President of Boss Media AB. “These games are perceived more as entertainment than a chance to win large amounts of money. We see an increasing trend towards games with a flexible gaming engine. By taking advantage of advanced graphics, new games can be launched on a regular basis, thus satisfying the players’ need for variation. This type of game is also very suitable for other digital channels, such as mobile phones and gaming terminals. We are proud to have had the opportunity to develop this gaming form together with Svenska Spel and look forward to more exciting projects in the future.”

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***Boss Media AB (publ)** is one of the world’s leading suppliers of systems for digitally distributed gaming entertainment. Boss Media develops gaming system solutions for such distribution channels as personal computers, interactive video terminals, mobile phones and digital TV. Licensees are offered a customized gaming system, an integrated payment system as well as related services. The Boss Media-share is listed on the O-list (Attract 40) of Stockholmsbörsen (Stockholm Stock Exchange). More information about Boss Media is available at www.bossmedia.se.*