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Boss Media to deliver Casino and Poker system for Littlewoods Bet Direct

Boss Media AB have signed an agreement with Sportech PLC – the parent company of Littlewoods Gaming – to provide a casino and poker system for Littlewoods Bet Direct Internet gaming site.

Sportech PLC is the UK's leading home gaming company, providing a variety of gaming and betting opportunities to customers through the wholly owned gaming and betting business – Littlewoods Gaming. Sportech PLC has a full listing on the London Stock Exchange and recorded a turnover of £207.9m for the year ended December 31, 2003.

Littlewoods Gaming provides betting and gaming opportunities to over one million customers, and always strives to be in the forefront when it comes to using new technology and new channels of distribution to bring more games to more players in the home.

Boss is to supply a Casino system with GBP as the base currency. The Casino will be available in both a download and in a web-based version. The Poker will link into the existing Boss Poker Network-community. The existing Bet Direct punters will be able to log in and play both casino and poker games using their existing playing account.

“We are very happy for the contract to provide Littlewoods BetDirect with a casino and poker solution. Given our experience from customised integrated gaming solutions, and Littlewoods extensive experience from gaming operations, we see a great potential in this cooperation,” says Peter Bertilsson, President and CEO of Boss Media

“When looking to develop the casino and poker products for Bet Direct we were conscious that the products needed to utilise the existing account offered on the Bet Direct Sportsbook. Boss Media have proven expertise in this area and this coupled with their excellent product offering made them the natural choice,” says Phil Kissane, Director of Internet Gaming at Littlewoods Gaming.

For further information, please contact:

Peter Bertilsson, President and CEO, Boss Media AB (publ), telephone: +46 (0)470 70 30 01 or +46 (0)70 993 25 54, e-mail: pbe@bossmedia.se

***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.*