

PRESS RELEASE

8 March 2005

Institutional investors acquire 9.6 per cent of share capital and votes in Unibet

Some 20 financial investors have today through a book building process acquired 600,000 Swedish Depository Receipts ("SDRs") in Unibet Group plc ("Unibet") corresponding to 9.6 per cent of share capital and votes. The transaction was well over subscribed. Buyers include both Swedish and foreign institutions. Hagströmer & Qviberg Fondkommission AB is Lead Manager and Sole Bookrunner for the placement and Cazenove is Co-Lead Manager.

Anders Ström (through company) sold 253,000 of the placed SDRs, Staffan Persson (and company) sold 163,000 SDRs, Peter Lindell (and company) sold 118,000 SDRs, and Quesada AB 66,000 SDRs.

After completion of the placement, Anders Ström (through company) holds 1,775,839 SDBs, corresponding to 28.3 per cent of share capital and votes in Unibet, Staffan Persson (and company) 596,936 SDBs, corresponding to 9.5 per cent of share capital and votes, Peter Lindell (and company) 482,816 SDBs, corresponding to 7.7 per cent of share capital and votes, and Quesada AB 224,331 SDBs, corresponding to 3.6 per cent of share capital and votes.

Anders Ström, Staffan Persson Peter Lindell and Quesada AB have undertaken not to divest any additional SDRs in Unibet during 2005.

For further information, please contact:

Staffan Persson, tel +46 (0)70 321 00 98

Torbjörn Gunnarsson, H&Q, +46 (0)8 696 17 18

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