



Press release

London, 24 May 2005

## Petter Nylander named as the new CEO at Unibet

The Board of Directors of Unibet Group plc are pleased to announce that Petter Nylander has been named as the new CEO for the Group. Peter will succeed Pontus Lesse, who earlier this year announced his wish to leave his position by the end of the year. The formal change will take place on 1 August 2005.

Petter Nylander is currently CEO of OMD Sweden and has held various positions in TV3, MTG and Viasat as well as having been a member of the Board of Swedish companies Cherryföretagen and Ogame.

- *We are extremely pleased that Petter is joining Unibet. He is a perfect new CEO bringing a wealth of experience from his career within the media world where he has been very successful and a driving force. Knowledge of this new market of interactive gambling is rare, and Petter's experience will prove invaluable.*
- *Petter is both charismatic and focussed, and will be a driving force that will move Unibet up to a higher tempo which I think is crucial for our continued success during the coming five years, says Unibet's Chairman Anders Ström*

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### About Unibet

Unibet was founded in 1997 and is a Swedish owned gambling company with its headquarters in London. In June 2004, Unibet Group plc listed on Stockholmsbörsen's O-list. Today Unibet, being the only publicly-listed, and one of the largest privately owned gambling operators in the Nordic market, provides services in 12 languages through [www.unibet.com](http://www.unibet.com). Unibet has more than 400,000 customers in over 100 countries. Unibet is a member of the EBA, European Betting Association.

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### **Facts about Petter Nylander**

Petter is 40 years old, married and has a daughter. He graduated with a B.Sc. (Econ) from Stockholm University.

From early 2003, Petter has been CEO and Managing Partner of OMD Sweden AB which is part of the international Omnicom-group.

### **Previous positions:**

2001-2003 Vice President Modern Times Group AB/CEO Viasat Broadcasting, running 17 TV-stations in 9 countries.

1999-2001 CEO TV3 Sverige, responsible for Sweden's second largest private TV-channel

1998 COO TV3 Sweden (Head of Sales & Marketing)

1997-1998 Sales & Marketing Director TV3 Sweden

1996-1998 Research Director TV3 Sweden

### **Other:**

2001-2003 Member of the Board of Cherryföretagen AB

2004-2005 Member of the Board of Ogame E-solutions AB