



Press information

London, 23 September 2005

Unibet sponsors cycling team

Unibet Group plc has decided to sponsor the former MrBookmaker.com cycling team and rename it Unibet Cycling Team. Unibet will be investing around 3.5 million euro in the team during 2006 and 2007, with an option for an additional two years. The total budget of the team will be around 6 million euro. In the meantime, also seeking a co-sponsor for 2006.

“This is a very good opportunity for Unibet to market itself in Europe. Cycling is an important sport event not only in France and Belgium but also in Italy, Spain and Denmark.

We already have 12 European riders under contract for 2006 and are looking for an additional 13 riders coming from Pro Tour teams and the intent is to participate in the most important races including the three major tours,” says Koen Terry, head of Sponsorship at Unibet.

For further information:

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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 European market, provides services in 12 languages through www.unibet.com. Unibet has more than 720,000 customers in over 100 countries. Unibet is a member of the EBA, European Betting Association.

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