



For immediate release

Contract between B2B Poker and Unibet will not be prolonged

The contract between Unibet and 24hPoker's network company B2B Poker will not be prolonged. The contract runs until August 31st 2006. Unibet is an important partner in the B2B Poker network, but since February it has had the lion part of its gambling on separate tables.

Unibet will leave B2B Poker's poker network at the end of the contract period August 31st 2006. This does not come as a total surprise as Unibet have evaluated different alternatives and unfortunately have chosen another network. B2B Poker is preparing actions to minimize the negative effects and keep a good player liquidity in the network. We will also assist contracted partners that are in the process of integrating the poker client in their systems.

Unibet has had the lion part of its gambling at separate tables since February and therefore cash games in the rest of the network will not be affected to such an extent. The number of participants in tournaments will however decrease short term. The tournaments account for 15 per cent of B2B Poker's revenues. During the period April-June 2006 Unibet accounted for approximately 6 per cent of 24hPoker's total revenues.

"It is of course unfortunate that the contract with Unibet is not prolonged, but we do not depend on one partner, and we have some promising partners on the way in. As the situation with Unibet has been uncertain for a long period we have had the time to prepare for the possibility that the contract would not be prolonged. In April we merged the IT, sales and management functions and thereby created cost synergies and better conditions for the sales efforts. We will also take action to continue to be an attractive poker network for both players and partners. Moreover players are often registered on many different gambling sites and like different kinds of software, which makes it difficult to predict how many players will leave the network in the long run", says Per Hildebrand, CEO 24hPoker.

For more information, please contact:

Per Hildebrand, CEO 24hPoker, +46 705 933 998

Tobias Fagerlund, acting CEO B2B Poker, +46 736 00 85 14

Pia Rosin, Information Manager 24hPoker, +46 70 753 22 46

About 24hPoker

24hPoker AB is a Swedish gaming company that develops its own software systems for online gaming. The company conducts gaming operations via foreign subsidiaries. 24hPoker launched online poker in 2001. The company also develops and sells turnkey gaming platforms for customers wishing to conduct gaming operations under their own brands via 24hNetwork. 24hPoker owns B2B Poker AB, which operates one of the world's largest poker networks, with approx. 600,000 registered customers. 24hPoker is listed on the Stockholm Stock Exchange. For more information, please visit www.24hpoker.se

About B2B Poker

B2B Poker develops Internet poker software. Through its subsidiary Poknet Systems S.A., B2B Poker offers a European poker network. The European profile is reinforced by information supplied in 14 different European languages, the currency of all transactions is the euro and local European poker games are offered. B2B Poker partners are: 24hPoker, No1Poker, Redbet, Betandgame, Betbutler, Potraiser and i4poker.com. www.b2bpoker.com