



Press Release, May 29, 2007

## **Boss Media delivers interactive Bingo (iBingo) and other products to Atlantic Lottery Corporation, a government-owned lottery company in Canada**

Boss Media AB announced in February 2007 that it had entered into an agreement with a North American lottery company for delivery of an Internet gaming system. The North American lottery company is Atlantic Lottery Corporation (ALC), which represents four provinces in Canada. ALC is a member of the World Lottery Association (WLA).

Boss Media has today delivered French and English language versions of iBingo and probability games. iBingo is offered in both "single-player" and "multi-player" versions. All of the games are developed in Flash and do not require the downloading of software.

"We have a year of intensive development of number and lottery games behind us. It is gratifying that we can now start rolling out these games on a larger scale. Thanks to our high-quality gaming products and excellent cooperation with Svenska Spel, a forerunner in on-line gaming products among the world's government-owned lottery companies, we have succeeded in securing an additional customer within the WLA sphere," says Markus Holm, Acting President and CEO of Boss Media.

### **For further information, please contact:**

Markus Holm, Acting President and CEO, Boss Media AB (publ), telephone: +46 (0)470 70 30 00 or +46 (0)70 953 05 85, e-mail: [markus.holm@bossmedia.se](mailto:markus.holm@bossmedia.se)

***Boss Media AB (publ)** is one of the world's leading independent and total suppliers of systems for digitally distributed gaming entertainment. Boss Media develops gaming system solutions for such distribution channels as personal computers/Internet, interactive gaming terminals and digital TV. Licensees are offered a customized gaming system, an integrated payment system and operator-related services. The Boss Media-share is listed on the OMX Nordic Exchange list (Small Cap/IT). More information about Boss Media is available at [www.bossmedia.se](http://www.bossmedia.se).*