



Press Release, June 20, 2007

## **Michael Hallén new President and Chief Executive Officer of Boss Media AB**

The Board of Directors of Boss Media AB has appointed Michael Hallén, aged 43 and formerly President and Chief Executive Officer of IFS, as the new President and Chief Executive Officer of Boss Media.

Michael Hallén, who was President and Chief Executive Officer of IFS up to 2006, has long-standing experience of software and international operations. During the time as President of IFS he succeeded in reversing a negative trend and in achieving profitability. Prior he worked in various executive positions at IFS, involving responsibility for both product development and marketing. During recent years, Michael Hallén has also served as a Member of the Board of several fast-growing software and service companies.

“The Board of Directors is delighted at having recruited Michael who, based on his experience of both software development and international operations, will further strengthen Boss Media’s strategic focus on becoming a complete supplier of platforms for digitally distributed game-based entertainment for international customers in the gaming industry,” says Meg Tivéus, Chairman of the Board of Boss Media AB.

Michael Hallén will assume his new position on July 1.

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

Meg Tivéus, Chairman of the Board, Boss Media AB (publ), telephone: +46 (0)70 690 78 80

Michael Hallén, Incoming President and Chief Executive Officer, Boss Media AB (publ),  
telephone: +46 (0)470 70 30 00

***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).*