

For immediate release

## **Peter Åström appointed new President and CEO of 24hPoker**

**Stockholm, 26 June 2007. 24hPoker Holding AB's Board of Directors has appointed Peter Åström new President and CEO of the company, he will assume his new position on 1 August 2007. The company's current President and CEO, Per Hildebrand, will remain a member of the Board and advisor to the company.**

Peter Åström was formerly CEO of the gaming company Mobito Ltd. He has thorough experience of the media industry and has worked within the Bonnier and Schibsted Groups, and also as CEO of Hierta Venture AB. Peter Åström is 41 years old and holds a B.Sc. in business administration and finance.

"To become CEO of 24hPoker is an inspiring task and my focus will of course be on turning the company profitable. 24hPoker has a strong foundation and great potential and I see opportunities for growth in existing as well as new markets," says Peter Åström.

Per Hildebrand founded 24hPoker in 2000 together with three business partners and has since been President and CEO as well as a member of the board. Per Hildebrand has a unique knowledge of poker and a large international network in the gaming industry.

"It feels good to hand over to Peter and I believe that his experience from media companies and fast growing IT companies will prove to be very useful in the gaming industry. I care a lot about 24hPoker and the continued positive development of the company. With my large experience of the gaming business I will be able to assist the company in a positive way going forward," says Per Hildebrand.

### **For more information about 24hPoker, please contact:**

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#### *About 24hPoker*

24hPoker Holding AB is a Swedish gaming group that develops proprietary software systems for online gaming operations through its subsidiaries 24hPoker AB and B2B Poker AB and operates one of the world's largest poker networks, 24hNetwork. 24hPoker launched online poker in 2001 and conducts gaming operations via foreign subsidiaries. The Group also sells and develops turnkey gaming platforms for players that want to conduct gaming operations under their own brand via 24hNetwork. 24hPoker Holding AB is traded on First North.  
[www.24hpoker.se](http://www.24hpoker.se)