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Press Release, August 15, 2007

Boss Media signs agreement with Ireland's biggest bookmaker

Boss Media and Paddy Power have today signed an agreement for the delivery of an online multi-lingual games and casino system. The online casino will be based on Boss Media's latest casino platform including a sophisticated back-office tool-kit that will be integrated with Paddy Power's existing customer base and payment solution, enabling cost effective communication with the established player database.

Paddy Power is Ireland's largest bookmaker and has a strong online presence in the Irish and UK markets. Paddy Power is a publicly listed company with a dual listing on the Irish and UK stock markets and turnover in 2006 of EUR 1.8 billion. It operates over 220 retail betting shops between Ireland and the UK in addition to an extensive online portfolio of services, which include; fixed odds sports betting, poker, fixed odds games, casino, bingo, financial trading, lotteries, skill gaming and auctions.

"We are delighted to welcome Boss Media to our stable of top class software partners, with their strong European heritage and professional attitude we are looking forward to a long and successful partnership," says Graham Keating, Head of Casino and Games at PaddyPower.

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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.com.