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Svenska Spel and Boss Media cooperates with a State-controlled Gaming Company on Poker

A state-controlled gaming company – who is a member of the World Lottery Association (“WLA”) - has obtained permission from its government to arrange Internet poker in cooperation with Svenska Spel and Boss Media. The WLA Company will use Svenska Spel’s and Boss Media’s solutions for security and supervision.

“This is a great acknowledgement of our Internet poker”, says Svenska Spel CEO Jesper Kärrbrink.

The government of the WLA Company follows the Swedish example and allows the state-controlled gaming company to arrange Internet poker for its local citizens. Boss Media will deliver and operate the technical gaming platform and Svenska Spel’s solutions for responsible gaming, security and supervision shall be integrated into the gaming platform that will be delivered by Boss Media. The delivery is expected to be made early in 2008.

“It is satisfying that we will deliver our products to yet another WLA-member. We are particularly content over the cooperation with Svenska Spel who has helped us develop the tools for responsible gaming which will be a fundamental part in the gaming companies’ interactive gaming offers in the future,” says Markus Holm, executive vice president and head of business development at Boss Media.

The concession of the current government to its controlled gaming company effectively states that the new net poker site must be arranged in cooperation with state licensed members only. Thus Svenska Spel serves an important role in regard of security and supervision. Svenska Spel and Boss Media will be remunerated with a part of the rake which the players will pay to the WLA Company.

“Svenska Spel’s Internet poker and its solutions for responsible gaming have gained widespread attention throughout the world. We have shown that it is possible to combine an attractive net poker highly appreciated by the players paired with extensive demands on responsibility. Our poker site quickly became the undoubtedly biggest on the Swedish market, yet the number of problem players on our site is half of that of other poker sites,” says Jesper Kärrbrink, CEO of Svenska Spel.

The cooperation entails that the poker players of the WLA Company, equal to the Swedish players, before they can start playing, must set their own limits. Furthermore, the WLA Company will have the right to use Svenska Spel’s responsible gaming tool Play Scan, which predicts and warns a player who is starting to develop an un-sound gaming behaviour.

“We are very pleased to be able to offer the players in our country the possibility to play poker on the Internet in a secure and orderly manner. We hope that the circumstances will develop in such a way that our players and Swedish players will soon be able to play against each other in the same poker network,” says a representative of the WLA Company.

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