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Press Release, December 27, 2007

A strong finish of 2007 means that Boss Media reaches better profitability than expected

In connection with the publication of Boss Media's half year report, the Board and the Management Team announced that net sales in 2007 would end at the same level as 2006 but that the operating margin was expected to be below 15 percent. A strong development within several business areas during the last quarter means that Boss Media's Board and Management Team now judge that the company will reach a better result for 2007 than previously communicated.

The Poker and Interactive Gaming Terminals segments have steadily grown during the second half of the year and both have exceeded expectations. Sales development was weak during the first six months of 2007 but has, as measures have been taken, gradually improved. Important to note is increased existing customer activity.

To conclude, this means that the Board and the Management Team expect that net sales for 2007 will be in line with that of 2006, despite the decrease in volume that the company faced during the start of 2007, but that the operating margin will reach between 16 - 17%.

The company intends to present their view of 2008 in connection with the publication of the preliminary end of year result, which will be done earlier and is intended to become public on Tuesday, January 22, 2008.

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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.