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Press Release, February 1, 2008

Boss Media - Cash offer from GTECH and Medströms

In relation to the cash offer of SEK 19 per share presented by GEMed AB, a company jointly owned by GTECH (87.5 percent) and Medströms (12.5 percent), the Board of Directors of Boss Media (not including Jan Westholm, representing Medströms) wish to present the following:

During the end of 2007, the Board of Directors in Boss Media was approached by a number of parties that indicated an interest to acquire 100 percent of the shares in Boss Media. Based on such interests and to the extent they were deemed as serious and imminent, the Board of Directors in Boss Media retained an adviser and established a process granting access to a limited number of parties to conduct a limited due diligence process as well as meet with the management in Boss Media. GTECH agreed to participate in this process and attended such management presentations and has had access to such limited due diligence. The purpose of the process was to ensure equal treatment of the interested parties and the best possible outcome for the shareholders of Boss Media.

The offer from GEMed has been launched prior to the deadline set by the Board.

The Board of Directors of Boss Media has been advised by HDR Partners in the process and will, among other things, await a fairness opinion from said adviser prior to deciding on whether to recommend, or not recommend, the shareholders of Boss Media to accept the offer from GEMed.

For further information, please contact:

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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.