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Press Release, February 13, 2008

The Board of Directors in Boss Media recommends the increased offer from GEMed AB

1. Background

This statement is made by the Board of Directors* in Boss Media AB (publ) ("Boss Media") in accordance with section II.14 in the OMX Nordic Exchange Stockholm AB's Rules Regarding Takeover Offers (the "Takeover Rules").

At the end of 2007 the Board of Directors in Boss Media was contacted by a number of parties indicating an interest in acquiring 100 percent of the shares in Boss Media. The Board of Directors considered the indications of interest to be serious and of interest to Boss Media's shareholders. The Board of Directors therefore decided to establish a process to give access to a limited number of parties to conduct a limited due diligence and to meet with the Boss Media management. The purpose of the process has been to ensure that the potential offerors are treated equally and that the shareholders of Boss Media receive the best price possible.

GEMed AB ("GEMed") on 1 February 2008 announced a public cash offer to the shareholders in Boss Media to tender all outstanding shares in Boss Media to GEMed (the "Offer"). GEMed offers SEK 19 in cash per share in Boss Media. The offer document containing the Offer was made public on 5 February 2008 (the "Offer Document").

GEMed has on 13 February 2008 through a press release (the "Press Release") announced that the Offer is increased to SEK 25 per Boss Media share in cash consideration.

According to the Offer Document GEMed is indirectly jointly-owned by GTECH Corporation ("GTECH") and Medströms AB ("Medströms"). GTECH owns approximately 87.5 percent and Medströms approximately 12.5 percent of GEMed.

The acceptance period for the Offer is 7 – 27 February 2008. The Offer is, amongst other conditions, conditional upon being accepted to the extent that GEMed becomes the owner of more than 90 percent of the total number of shares in Boss Media.

Please see the Offer Document and the Press Release for more details regarding the Offer.



2. Recommendation by the Board of Directors

The Board of Directors* notes that GEMed has stated the following in the Offer Document:

“GEMed attributes great value to Boss Media’s management and employees and also intends to continue to safeguard the excellent relationship among Boss Media employees that is evident to GEMed. GEMed does not plan to implement any more significant changes with regard to employees or any significant changes for terms and conditions of employment. The above mentioned motives for the Offer are not considered to entail any significant effect on employment nor with regard to places where the operations of Boss Media are conducted. ”

In the opinion of the Board of Directors* the businesses in Växjö as well as in Stockholm will remain and the employment in Boss Media will not be negatively affected by the transaction.

Meg Tivéus, Chairman of the Board of Directors in Boss Media, comments:

“A combination between Boss Media and GTECH is industrially sound. We think the prerequisites for GTECH and Boss Media to create a competitive supplier alternative in an expansive industry are favourable. The revised cash offer presented by GEMed, as a consequence of the process conducted, means that Boss Media’s shareholders receive a substantially higher price for their shares compared to the share price prior to the initiation of the process. ”

The recommendation by the Board of Directors* is based on factors and considerations that the Board of Directors* has deemed relevant in relation to the Offer. This includes the current and future development of the operation and financial result of Boss Media stand alone. Further, the Board of Directors* has taken into account the contents of the indicative offers received from other parties.

The Board of Directors* has, in accordance with section III.3 in the Takeover Rules, obtained a fairness opinion regarding the Offer from HDR Partners. HDR Partners is the financial adviser to Boss Media and has in this capacity managed the process towards the interested parties. In the fairness opinion from HDR Partners it is stated, subject to the assumptions, conclusions and qualifications stated therein, that the Offer of SEK 25 in cash per share in Boss Media is fair from a financial point of view**. The fairness opinion is attached to this statement.

Based on the above, and considering all circumstances, the Board of Directors* considers the Offer of SEK 25 in cash per share to be attractive to the shareholders in Boss Media. The Board of Directors* unanimously recommends the shareholders in Boss Media to accept the Offer.

This statement from the Board of Directors* is in all respects to be governed by and construed in accordance with Swedish law. Any dispute arising out of or in connection with this statement is to be settled exclusively by Swedish courts.

The Board of Directors has engaged Setterwalls as legal adviser.

February 13, 2008

The Board of Directors in Boss Media AB (publ)

For further information, please contact:

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* Jan Westholm, CFO and Director in Medströms, has due to conflict of interest not participated in the Board of Directors' recommendation regarding the Offer.

** The opinion has been provided to the Board of Directors solely for the benefit of the Board of Directors in connection with, and for the purposes of, its consideration of the Offer. The opinion does not constitute a recommendation to any holder of any securities in Boss Media as to whether or not such holder should tender shares pursuant to the Offer, is not provided on behalf of, nor shall it confer rights or remedies upon, any holder of any securities in Boss Media, or any other person other than the Board of Directors, and may not be used for any other purpose. The opinion may not be used or relied upon by any person other than the Board of Directors or disclosed, referred to or communicated (in whole or in part) by the Board of Directors or any other person to any third party for any purpose whatsoever except with the prior written consent in each instance of HDR Partners, except that a copy of the opinion may be included in any public release that the Board of Directors is obligated to issue pursuant to the Takeover Rules with respect to the Offer.

HDR Partners is acting for the Board of Directors in Boss Media in relation to the Offer and for no other person. HDR Partners shall not regard any other person (including, without limitation, any person who is a director, employee of Boss Media or any holder of securities in Boss Media) as its client in relation to the Offer and shall not be responsible to any person other than the Board of Directors in Boss Media for providing protections afforded to clients of HDR Partners or for advising any other person in relation to the Offer or any of the matters referred to herein.

***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.*

Translation from the Swedish original. In the event of any differences between this document and the Swedish original, the latter shall prevail.

To the Board of Directors of Boss Media AB (publ)¹

The Board of Directors of Boss Media AB (publ) ("Boss Media") has engaged HDR Partners ("HDR Partners") to provide an opinion as to the fairness from a financial point of view of the public offer to the shareholders of Boss Media AB ("Boss Media"), which was made public on February 1, 2008 (the "Offer"), and the addendum to the Offer which was made public on February 13, 2008, according to which GEMed raised the Offer to SEK 25 in cash per share

GEMed is approximately 87.5 percent owned indirectly by GTECH Corporation ("GTECH") and approximately 12.5 percent indirectly by Medströms AB ("Medströms").

Pursuant to an exemption received by the Swedish Securities Council (Sw. Aktiemarknadsnämnden), the Offer does not apply to Boss Media's existing share-based warrant programme. However, GEMed intends to commence a discussion with Boss Media's management in order to receive more information on the terms of the programme in order to guarantee warrant holders a fair treatment.

The Offer is, inter alia, conditional upon it being accepted to such extent that GEMed becomes the owner of more than 90 percent of the shares in Boss Media before as well as after dilution, although GEMed has reserved the right to waive this and other conditions to the Offer. The acceptance period for the Offer is between 7 February 2008 and 27 February 2008.

HDR Partners has based its opinion on inter alia the following:

1. The conditions for the Offer.
2. Certain publicly available information regarding Boss Media, including annual reports for the fiscal years 2005, 2006 and the unaudited annual earnings for 2007, and other information from Boss Media available to its shareholders.
3. The budget for 2008 (not made public) approved by Boss Media's Board of Directors and the Business Plan.
4. Discussions with the management of BOSS Media, GTECH and other parties regarding the historical and current operational and financial performance, investment needs, and future outlook for Boss Media, GTECH and other parties respectively, as well as an assessment of the strategic rationale for alternative combinations and potential cost synergies such combinations would enable.
5. Publicly available information regarding historic share prices and trading volumes in the Boss Media share.
6. Information from external sources regarding other publicly traded companies comparable to Boss Media.
7. Indicative offers from other parties
8. Additional circumstances relating to the historical and present operations of Boss Media and other circumstances deemed relevant or necessary by HDR Partners to provide this opinion

HDR Partners has performed discounted cash flow analyses in order to assess the value of both the current operation and the future growth potential of Boss Media. Furthermore, HDR Partners has considered certain financial and stock exchange related information regarding Boss Media in comparison with other comparable companies and in addition other relevant transactions. HDR Partners has also studied the share price development and trading activity in the Boss Media share on the OMX Nordic Exchange Stockholm and has performed such other analyses and studies as HDR Partners has considered appropriate as a basis for this fairness opinion.

HDR Partners has, without conducting an independent verification hereof, relied upon the financial and all other information received, forming the basis for the opinion, to be correct in all material aspects and also, that no information of material importance to assessing the future revenue generation capacity of Boss Media have been omitted. HDR Partners has not conducted any so-called "due diligence" in order to verify the accuracy of received information, and has not made any independent evaluation or assessment of the assets and liabilities of Boss Media or visited any of its subsidiaries.

HDR Partners' opinion is based upon current market, economic, financial and other conditions and upon the information made available as of the date hereof. Any change in such conditions may require a revaluation of this opinion.

Based on the above and such other matters considered relevant by HDR Partners, it is HDR Partners' opinion that the revised Offer of SEK 25 per Boss Media share in cash, as of the date hereof, is fair from a financial point of view for the shareholders of Boss Media.

HDR Partners' and the advisory services expressed herein are provided for the information and assistance to the Board of Directors in connection with its consideration of the Offer and does not constitute a recommendation as to whether the shareholders in Boss Media should accept the Offer or not. This fairness opinion may only be used in its entirety by the Board of Directors in its communication with the company's shareholders. This opinion may not be summarised, quoted or in any other way referred to in any public circumstances without HDR Partners' prior written consent.

Stockholm, February 13th 2008
HDR Partners AB

ⁱ The opinion has been provided to the Board of Directors solely for the benefit of the Board of Directors in connection with, and for the purposes of, its consideration of the Offer. The opinion does not constitute a recommendation to any holder of any securities in Boss Media as to whether or not such holder should tender shares pursuant to the Offer, is not provided on behalf of, nor shall it confer rights or remedies upon, any holder of any securities in Boss Media, or any other person other than the Board of Directors, and may not be used for any other purpose. The opinion may not be used or relied upon by any person other than the Board of Directors or disclosed, referred to or communicated (in whole or in part) by the Board of Directors or any other person to any third party for any purpose whatsoever except with the prior written consent in each instance of HDR Partners, except that a copy of the opinion may be included in any public release that the Board of Directors is obligated to issue pursuant to the Takeover Rules with respect to the Offer.

HDR Partners is acting for the Board of Directors in Boss Media in relation to the Offer and for no other person. HDR Partners shall not regard any other person (including, without limitation, any person who is a director, employee of Boss Media or any holder of securities in Boss Media) as its client in relation to the Offer and shall not be responsible to any person other than the Board of Directors in Boss Media for providing protections afforded to clients of HDR Partners or for advising any other person in relation to the Offer or any of the matters referred to herein.