



Press information

Malta, 10 August 2011

Unibet announces share repurchase

The Board of Unibet Group plc has decided to start exercising the buy-back mandate which was received at the Annual General Meeting on 12 May 2011.

The authority received on 12 May 2011 was regarding the buy back of GBP 0.005 Ordinary Shares/SDR's in the Company.

Acquisitions can be made as of 11 August 2011 until next year's Annual General Meeting. However no acquisitions will be made during a 30-day period prior to the publication of quarterly results, including the date of release.

The acquisition of shares/SDR's will take place on the NASDAQ OMX Nordic Exchange in Stockholm, and will be based on market terms, prevailing regulations and the capital situation at any given time. Notification of any purchases will continuously be made to the NASDAQ OMX Nordic Exchange in Stockholm.

The objective of the buyback is to achieve added value for the Company's shareholders and to give the Board increased flexibility with the Company's capital structure.

Following repurchase the intention of the Board is to either cancel, use as consideration for an acquisition or issue to employees under a Share Option programme.

Once repurchased under the Maltese Companies Act further shareholder approval will be required if the shares are to be cancelled.

If used in connection with an acquisition, the intention would be to issue the shares/SDR's as consideration, and not to sell them first.

The total number of issued shares/SDRs in Unibet is 28,258,038 of which 190,975 shares/SDRs was repurchased by the Company in 2007.

Board of Directors
Unibet Group plc

For more information:

Inga Lundberg, Investor Relations +44 788 799 6116

About Unibet

Unibet was founded in 1997 and is an online gambling company listed on NASDAQ OMX Nordic Exchange in Stockholm. Unibet is one of the largest privately owned gambling operators in the European market and provides services in 27 languages through www.unibet.com

Today, Unibet has more than 5.3 million customers in over 100 countries. Unibet is a member of the EGBA, European Gaming and Betting Association, RGA, Remote Gambling Association in the UK and is audited and certified by eCOGRA in relation to responsible and fair gaming.

More information about Unibet Group plc can be found on www.unibetgroupplc.com