



Press release

Malta, 21 December 2007

Unibet's acquisition of Maria Holdings finalised

Unibet Group plc has today finalised the acquisition of 100 per cent of the Maltese company Maria Holdings Ltd.

The acquisition price is SEK 705 million (GBP 54 million), including net cash, which has been paid as cash up front today and financed by the recent bond issue. Unibet Group plc will consolidate Maria Holdings as from today in its results.

At closing of the acquisition, all current subsidiaries under Maria Invest AB have been restructured under Maria Holdings Ltd.

For the period 1 January-30 November 2007, gross winnings for Maria Holding were SEK 102.2 million (GBP 7.8 million). Maria Holdings has also showed a strong intake of customers. Registered customers were 186,558 per 30 November, 2007 and active customers 13,814, during the 3 months prior to 30 November, 2007.

"With this acquisition we will strengthen our position as the no. 1 of the private operators in the Nordic region as well as within the fast growing online bingo market", says Petter Nylander, CEO of Unibet Group plc.

"We are looking forward to be part of the Unibet family and together create a strong, unique European gaming operator", says Jörgen Nordlund, CEO of Maria Holdings.

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About Unibet

Unibet was founded in 1997 and is an online gambling company listed on OMX Nordic Exchange in Stockholm. Unibet is one of the largest privately-owned gambling operators in the European market and provides services in 20 languages through www.unibet.com. Today, Unibet has more than 2.0 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 certified by G4, Global Gaming Guidance Group.

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

About Maria Invest

Maria Invest AB invests in companies that develop and provide entertainment and games over the Internet. The group's focus is to appeal to women. The portfolio companies develop new market-leading products, attract new target groups and provide players with the highest returns.

Maria Invest AB owns Parabol Ltd, Maria Holding LTD, Maria Services LTD, Mantaray SA, Maria Plaza AB and Tibay AB. Parabol LTD owns the domains MariaBingo, CarlosPoker, Mariacasino and Carlosplace. Maria Holding owns Bingo.se.

More information about Maria Invest AB can be found at www.mariainvest.se