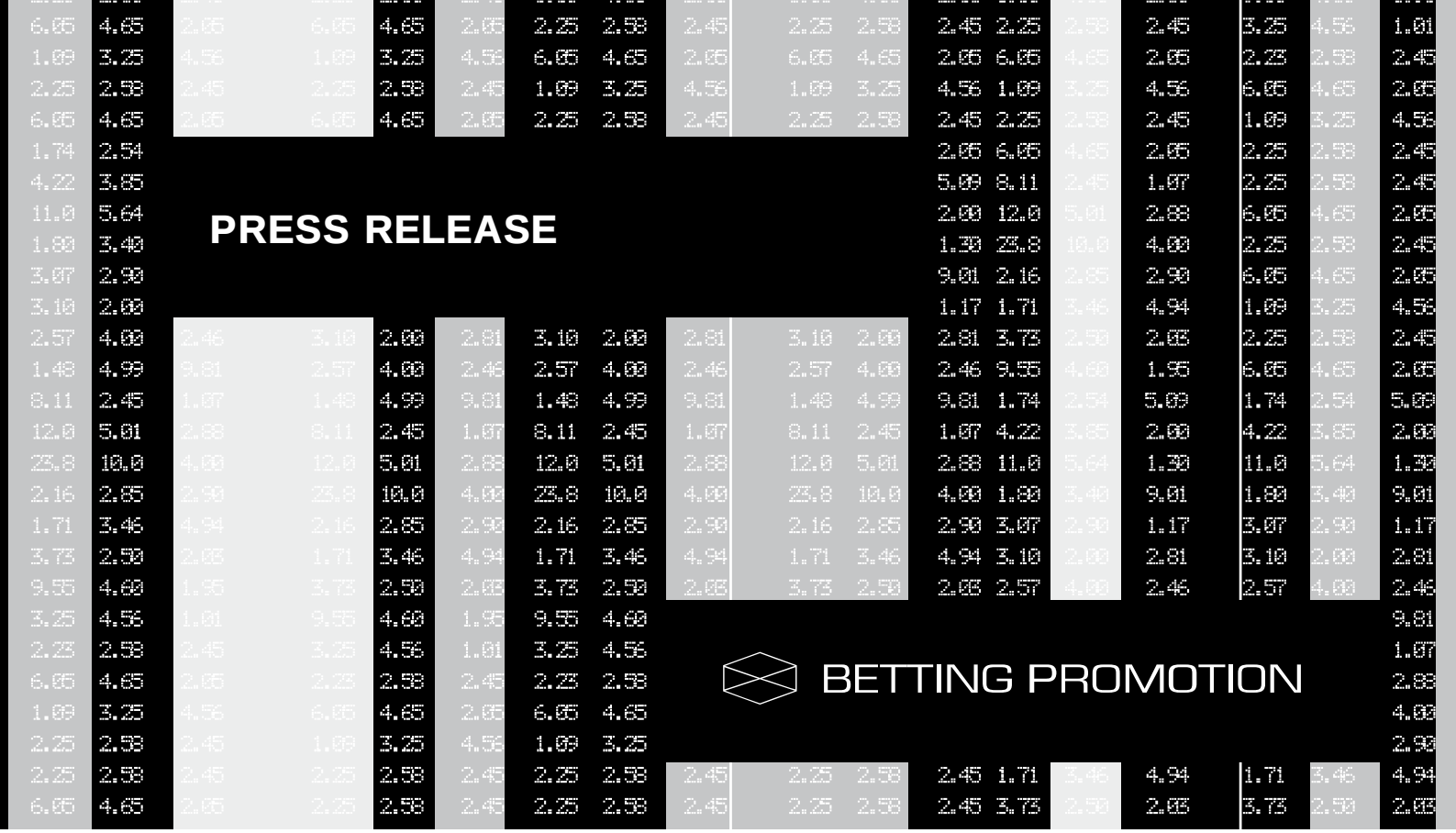

Press release

As of January 18 2008 Povl Lautrup has, via his company Key Quest Ltd, sold 10 000 000 shares in Betting Promotion Sweden. After the transaction Key Quest owns 75 360 460 shares, equivalent to 37.7 percent of votes and capital.

Lautrup has been given dispensation until February 2008 to reduce his holding to 30%. Lautrup has applied to renew this dispensation.

Malmö January 18 2008

For further information, please contact:
Johan Moazed, CEO Betting Promotion Sweden AB.
Tel +46 40 611 84 94