

# Press Release

## Unibet acquires streaming package from the sportsman

### Online gambling operator enlarges its live video offer with top sports rights

**Munich, April 9<sup>th</sup>, 2010 – Unibet, one of the largest online gambling operators in Europe and the sportsman media group have agreed to cooperate in the field of online live streaming of top sports content. The Munich and Vienna based sports rights and online production company hereby provides Unibet with an extensive rights package and streaming services for more than 20 territories. Rights include, beside others, Spain’s top football league La Liga, the Volleyball and Handball Champions League, and further top events of the world of sports such as tennis, basketball, beach volleyball and table tennis.**

“We are pleased to be able to increase our streaming offer to our customers,” said Petter Nylander, CEO Unibet. “the sportsman streaming package perfectly complements our existing video product with additional top sports events especially during the weekdays.”

“We are very happy about our new cooperation with Unibet who has streamed live sport on its websites for quite some time,” said Thomas Krohne, Managing Director of the sportsman media group. “This shows the acceptance of our product by an experienced player in this market.”

The Munich based sports rights agency, the sportsman, specializes in live streaming offers for betting firms. Five years ago, the sportsman invented the idea of including live motion pictures of high profile sports events as additional entertainment to the live betting offer. Today, several betting companies (e.g. bwin, Interwetten, Bet-at-home, Expekt, Betclit) have signed up for the sportsman live streaming portfolio.

In charge of the technical implementations of the streaming, as well as the production, is the sportsman’s sister company, LAOLA1 Multimedia GmbH, whose headquarters are located in Vienna, Austria. Furthermore, the internet service provider will be onsite to produce a worldwide live internet signal which is made available for the betting firms.

### About Unibet

Unibet was founded in 1997 and is an online gambling company is 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](http://www.unibet.com). Today, Unibet has more than 4.1 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.

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In December 2007, Unibet acquired Maria Holdings ([www.mariabingo.com](http://www.mariabingo.com)), the largest online bingo operator in the Nordic market, and in April 2008 acquired Scandinavia's largest trotting community, Travnet.

#### **About the sportsman media group**

the sportsman media group is a sports rights and sports marketing agency whose core business is the acquisition and distribution of media rights (e.g. television, internet and mobile rights) as well as the marketing and handling of various sponsoring projects.

the sportsman is part of the sportsman media holding which also includes LAOLA1.tv - an online video platform offering background reports, highlight clips and live broadcasts from a wide variety of sport events - and unas media productions, expert in streaming services and video platform productions.