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PRESS RELEASE

Mr Green approved for launch in Italy – Establishment in Europe's second-largest gaming market

The Italian gaming regulator, AAMS, has approved Mr Green Ltd – a subsidiary of the AktieTorget-listed Mr Green & Co AB– as the new licensee of Mybet Italia srl's operation. Mr Green is planning to launch its services and brand in the regulated Italian market in late spring.

As previously announced, Mr Green & Co – through its subsidiary the online casino Mr Green Ltd – has entered an agreement with the owner of Mybet Italia srl under which Mr Green will acquire the operations of Mybet Italia srl.

"The approval means that we can now offer Mr Green's award-winning casino in the Italian market. Our hope is that also the Italians will enjoy our entertaining casino," says Mikael Pawlo, CEO of Mr Green & Co.

Mr Green intends to only offer casino games. However, as a result of the AAMS approval, the company also holds a license for sports betting, poker and bingo.

Mr Green expects to launch its online casino in Italy in the latter part of the second quarter of 2015. The venture is not expected to make a positive contribution to earnings in 2015.

For further information, please contact:

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