



Unibet Group Plc (UNIB SDB) CEO to Ring The NASDAQ Stock Market Closing Bell

ADVISORY, Sept. 28, 2011 (GLOBE NEWSWIRE) --

What:

Unibet Group Plc (UNIB SDB) will visit the NASDAQ MarketSite in New York City's Times Square.

In honor of the occasion Henrik Tjarnstrom, CEO, will ring the Closing bell.

Where:

NASDAQ MarketSite — 4 Times Square — 43rd & Broadway — Broadcast Studio

When:

Thursday, September 29th, 2011 — 3:45 p.m. to 4:00 p.m. ET

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Feed Information:

The entire Closing Bell is available from 3:50 p.m. to 4:05 p.m. on AMC-3/C-3 (dl 3760H). The feed can also be found on Ascent fiber 1623. If you have any questions, please contact Jen Knapp (212) 401-8916.

Facebook and Twitter:

For multimedia features such as exclusive content, photo postings, status updates and video of bell ceremonies please visit our Facebook page at:

<http://www.facebook.com/nasdaqomx>

For news tweets, please visit our Twitter page at:

<http://twitter.com/nasdaqomx>

Webcast:

A live webcast of the NASDAQ Closing Bell will be available at:
<http://www.nasdaq.com/about/marketsitetowervideo.aspx> or <http://social.nasdaqomx.com>.

Photos:

To obtain a hi-resolution photograph of the Market Close, please go to
http://www.nasdaq.com/reference/marketsite_events.stm and click on the market close of your choice.

About Unibet Group Plc (UNIB SDB):

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 5.5 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

About NASDAQ OMX:

The NASDAQ OMX Group, Inc. is the world's largest exchange company. It delivers trading, exchange technology and public company services across six continents, with more than 3,500 listed companies. NASDAQ OMX offers multiple capital raising solutions to companies around the globe, including its U.S. listings market, NASDAQ OMX Nordic, NASDAQ OMX Baltic, NASDAQ OMX first North, and the U.S. 144A sector. The company offers trading across multiple asset classes including equities, derivatives, debt, commodities, structured products and exchange-traded funds. NASDAQ OMX technology supports the operations of over 70 exchanges, clearing organizations and central securities depositories in more than 50 countries. NASDAQ OMX Nordic and NASDAQ OMX Baltic are not legal entities but describe the common offering from NASDAQ OMX exchanges in Helsinki, Copenhagen, Stockholm, Iceland, Tallinn, Riga, and Vilnius. For more information about NASDAQ OMX, visit <http://www.nasdaqomx.com>. *Please follow [NASDAQ OMX on Facebook](https://www.facebook.com/NASDAQ-OMX/108167527653) ([http://www.facebook.com/pages/NASDAQ-OMX/108167527653](https://www.facebook.com/pages/NASDAQ-OMX/108167527653)) and Twitter (<http://www.twitter.com/nasdaqomx>).

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Source: The NASDAQ OMX Group, Inc.

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