

Press Release



bwin partners with Euroleague Basketball

Barcelona/Gibraltar, 7 July 2011 – The bwin sports brand has today become the new sponsor for Euroleague Basketball, the most important professional club basketball competition in Europe. bwin’s marketing and media rights agreement for Euroleague events runs until June 2014. This agreement significantly broadens the footprint of bwin within European basketball and also strengthens the bwin sports brand philosophy.

“We are proud to announce the Euroleague Basketball agreement which represents a perfect match to our long lasting relationship with FIBA, the world governing body for basketball. This makes bwin an even stronger brand as we will now cover both club basketball with the Euroleague and the national teams through our FIBA partnership. Basketball, along with football and motorcycle racing, is one of the three pillars of our sport sponsorship strategy,” said Norbert Teufelberger, Co-CEO of bwin.party digital entertainment which owns the bwin brand.

Jordi Bertomeu, President and CEO of Euroleague Basketball, commented: “It is a big step for Euroleague Basketball to welcome bwin as partner until 2014. The most important basketball competition in Europe now gets the most important sports betting brand, bwin, as a supporter to take club basketball’s popularity in Europe to an even higher level.”

Live streaming in more than 30 countries

The Euroleague Basketball sponsorship agreement includes live streaming rights for all matches in more than 30 European countries. Active bwin sports betting customers can watch all matches for free. The bwin live streaming portfolio can be viewed at

www.bwin.com/video.

www.bwin.com/basketball

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About Euroleague Basketball

A global leader in sports management, Euroleague Basketball (www.euroleague.net) is enjoying its second decade of sustained growth as an innovative organizer of elite competitions and events. Euroleague Basketball was founded in 2000 under a private organizational model considered a breakthrough for European professional team sports. It now manages the continent's two premier basketball competitions, the Turkish Airlines Euroleague and the Eurocup, consisting of more than 60 teams from as many as 25 countries. Each season culminates in the naming of a continental champion at the Turkish Airlines Euroleague Final Four, now a signature event on the world sports calendar. All recent Final Fours have been broadcast live to nearly 200 countries on all five continents, matching the company's growth both on line and in arena attendance. Euroleague Basketball also directs the Nike International Junior Tournament, a half-year, four-country competition which crowns a young men's continental champion each spring. Off the court, through the Euroleague Basketball Institute and Euroleague For Life, the company promotes educational and charitable initiatives as varied as coaching clinics and benefit concerts that draw guests from around the world. When the question is about the vast attention being paid to European basketball and its prestigious players, the answer is simple: Euroleague Basketball.

About bwin.party

bwin.party digital entertainment plc is the world's largest listed online gaming company and owns the bwin brand. The Company was formed from the merger of bwin Interactive Entertainment AG and PartyGaming Plc on 31 March 2011. Incorporated and licensed and regulated in Gibraltar, the Group has over 3,100 employees in offices in Europe, India, Israel and the US and generated total pro forma revenue of €830.1m and pro forma Clean EBITDA of €168.2m in 2010. bwin.party is also licensed in France, Italy and Alderney, and commands leading market positions in each of its four key product verticals: online sports betting, poker, casino and bingo with some of the world's biggest online gaming brands including www.bwin.com, www.PartyPoker.com, www.PartyCasino.com and www.FoxyBingo.com. At the heart of our business, our proprietary software, online gaming platforms and a strong portfolio of games collectively differentiate our customer offer compared with our competitors.

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