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bwin.party extends FIBA agreement until 2014

bwin.party digital entertainment, the world's largest listed online gaming company, and FIBA, the world governing body for basketball, have extended their marketing and media rights agreement for FIBA events for the bwin sports betting brand until 2014. The rights include EuroBasket 2011, the 2012 Olympic qualifying tournaments, EuroBasket 2013 and the 2014 FIBA World Championships, an event that will be held for both men and women.

Norbert Teufelberger, Co-CEO of bwin.party digital entertainment, said:

"The promotion of sports has always been an essential component of the bwin sports brand philosophy. Basketball, along with football and motorcycle racing, is one of the three pillars of our sport sponsorship strategy."

Patrick Baumann, FIBA Secretary General and International Olympic Committee member, commented:

"We are very happy to announce that bwin.party will continue to be a global partner of FIBA until 2014. This extension of the rights agreement proves that basketball offers a positive and growing platform for its sponsors. At the same time bwin.party is a key ally in our efforts to fight illegal betting and to achieve a working relationship with the gaming industry."

Live streaming in more than 30 countries

For bwin's sports betting customers the extension of the FIBA sponsoring comes with live streaming rights for the respective FIBA tournaments 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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press release

About FIBA:

FIBA (www.fiba.com), the world governing body for basketball, is an independent association formed by 213 National Basketball Federations throughout the world. It is recognised as the sole competent authority in basketball by the International Olympic Committee (IOC). For further information about FIBA and FIBA Championships visit www.facebook.com/fiba and www.twitter.com/fiba or www.youtube.com/fibaworld.

About bwin.party:

bwin.party digital entertainment plc is the world's largest listed online gaming company. 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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