

## Press Release



### **Didier Cuche is the winner of the Hahnenkamm downhill race; Philipp Steurer wins the bwin Kitzbühel Poker Trophy**

**17 finalists competed for a place and ultimately for victory at the final table of the bwin Kitzbühel Poker Trophy 2011.**

**Vienna/Kitzbühel, 22 January 2011** – Once again, the fascination of the Hahnenkamm downhill race attracted thousands of spectators to Kitzbühel and a television audience of millions. bwin, the world's leading publicly listed online gaming provider, was not only official sponsor of the Hahnenkamm race; it also gave the 17 finalists of the bwin Kitzbühel Poker Trophy an unforgettable weekend at the Alpine ski event of the year.

After the downhill racers had braved the legendary Streif course, things got serious at the final table of the bwin Kitzbühel Poker Trophy in the bwin Poker Lounge at the Seidlalm. Following yesterday's qualifiers, the six finalists met at the poker table to demonstrate their skills. The winner: Philipp Steurer from Austria has a live poker package for the GSOP Live Tour Seville to look forward to.

In 2012 bwin will once again be the official sponsor of the 72<sup>nd</sup> Hahnenkamm race.

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### About bwin

The bwin Group has over 20 million registered customers in more than 25 core markets. On a number of different platforms, the Group offers sports betting, poker, casino games, soft and skill games, as well as audio and video streams of top sporting events such as the German Soccer League. The holding company bwin Interactive Entertainment AG is listed in the ATX on the Vienna Stock Exchange (ID code BWIN, Reuters ID code BWIN.VI), and as the parent company provides various services such as software development, marketing, communications, human resources and finance for its subsidiaries and associated companies. The operational business of the bwin Group is carried out by subsidiaries and associated companies on the basis of licences (e.g. Germany, Italy and Gibraltar). Full details about the Company can be found on its investor relations website at [www.bwin.org](http://www.bwin.org).

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