

Press Release



bwin Magic Moments of Poker – The Grand Final

The Magic Moments of Poker tour has a winner. André Braender prevailed in the Grand Final and is now the new member of the bwin Poker team. With tournament fees worth \$100,000 as the main prize, he will represent bwin at the tables of the most famous poker events in 2010. After an exciting year, one of the most extraordinary poker tournament series now comes to a glorious end.

Vienna, 18 November 2009. In the Grand Final of the Magic Moments of Poker, André Braender claimed a worthy victory. He prevailed against his six opponents at the televised poker table and is now member of the bwin Poker team. Taking the main prize, he has won himself participation in poker tournaments worth \$100,000.

“The MotoGP weekend, my wins at the televised poker table and the fact that I have made \$100,000 from a \$2 qualification tournament – that’s simply incredible,” says the winner of the Magic Moments of Poker tour. The 42-year-old German works as a shipping engineer in Norway. Now he has the opportunity to join the bwin Poker team at the world’s most famous poker tournaments.

Main prize: \$100,000 membership in the bwin Poker team

André Braender was awarded the main prize during the Magic Moments of Poker Grand Final party in Vienna. The best poker player in the Magic Moments of Poker was granted bwin Poker team official membership. With participation in tournaments worth \$100,000 under his belt, he will represent bwin at the main poker tournaments in 2010, such as the WSOP (World Series of Poker) in Las Vegas. This is where he could make a massive multiple of his \$100,000 winnings!

These were the Magic Moments of Poker

One player qualified for the Grand Final at each of the seven stops on the Magic Moments of Poker tour. These semi-final games were played out on a televised poker table and were part of the Magic Moments of Poker TV broadcasts that were watched by an audience of millions.

The bwin Magic Moments of Poker tour stopped off at some of the biggest football clubs and top sporting events in Europe: the tour started off with Real Madrid and closed with a “Train and Meet” session, again with the Spanish record champions. In between, stops were made at AC Milan, EuroBasket 2009, a MotoGP racing weekend in Jerez and an action-packed stay on PokerIsland.

Website for the media

The website www.bwinpressevent.com offers exclusive picture material as well as videos of the televised Magic Moments of Poker show, video clips and TV broadcasts to download.

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About bwin

The bwin Group has over 20 million registered customers in more than 25 core markets and operates a number of platforms offering sports betting, poker, casino games, fortune and skill games as well as audio and video streams of top sporting events such as the German football Bundesliga. The parent company bwin Interactive Entertainment AG ("bwin") is listed in the blue chip ATX index on the Vienna Stock Exchange and provides its subsidiaries and associated companies with various services such as software development, marketing, communication, human resources and finance. The operational business of the bwin Group is conducted by subsidiaries and associated companies based on licenses (e.g. in Germany, Italy or Gibraltar). Further information about the Company can be found on its investor relations website at www.bwin.org. (ID code BWIN, Reuters ID code BWIN.VI)

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