

Press Release



17 March 2009

## **bwin "Magic Moments of Poker" tour has its first finalist**

### Further information

#### Press:

Kevin O'Neal, Press Officer  
bwin Interactive Entertainment AG  
Börsegasse 11, 1010 Vienna, Austria  
Tel.: +43 (0)50 858-24010  
E-mail: [press@bwin.org](mailto:press@bwin.org)  
[www.bwin.org](http://www.bwin.org)

#### Investors:

Konrad Sveceny, Investor Relations  
bwin Interactive Entertainment AG  
Börsegasse 11, 1010 Vienna, Austria  
Tel.: +43 (0)50 858-20017  
E-mail: [investorrelations@bwin.org](mailto:investorrelations@bwin.org)  
[www.bwin.org](http://www.bwin.org)

The bwin Group has more than 20 million registered customers in over 25 core markets, and operates platforms for sports betting, poker, casino games, fortune and skill games as well as audio and video streams featuring major sporting events, such as the German Bundesliga, under various licenses (e.g. Germany, Italy or Gibraltar) through subsidiaries and affiliated companies. The parent company, bwin Interactive Entertainment AG, has been listed on the Vienna Stock Exchange since March 2000 (ID code BWIN, Reuters ID code BWIN.VI). All details about the Company can be found on the investor relations website at [www.bwin.org](http://www.bwin.org).

## **bwin “Magic Moments of Poker” tour has its first finalist**

**Madrid was the first stop on the bwin Magic Moments of Poker Tour from March 6<sup>th</sup> through 10<sup>th</sup>. Austrian player Emmanuel Haider showed off his skills at the poker table and got the better of the opposition. In addition to his own personal Magic Moment at the poker table, the 22-year-old enjoyed an unforgettable weekend including the chance to catch Real Madrid live in action as they took on Atletico Madrid. Qualification for the next Magic Moments of Poker event is already underway: up for grabs is a racing weekend at the MotoGP in Jerez.**

In addition to the action and excitement at the poker table, the seven qualifying players for the Magic Moments of Poker event at Real Madrid were given an exclusive behind-the-scenes tour of one of the world’s greatest football clubs. The players also had the chance to experience the Real Madrid – Atletico Madrid derby from the bwin VIP box. Emmanuel Haider got to meet the stars of the “White Ballet” in the exclusive Players Lounge. At the Magic Moments of Poker Grand Final, he will be in with a chance of becoming a poker pro as part of the bwin Poker Team.

Qualifiers for the next stop on the Magic Moments of Poker Tour are already underway. This time, the destination is the MotoGP race in Jerez. Qualification via Freeroll tournaments is possible until 11 April 2009 at [www.bwin.com/magicmomentsofpoker](http://www.bwin.com/magicmomentsofpoker).

The bwin Magic Moments of Poker tour will be stopping off at some of the biggest football clubs and top sporting events in Europe: Real Madrid, AC Milan and FC Bayern Munich, FIBA, a MotoGP race weekend in Jerez and even an action-packed stay on PokerIsland. Once there, players will put their poker skills to the test at the televised poker table.

### **Live in front of the cameras**

The seven online qualifiers for each event will be accompanied by camera teams and will star in their very own Magic Moments of Poker show. The action at the televised poker tables will be broadcast to millions of viewers tuning in around the world.

### **Membership on the bwin Poker team**

At each one of these unforgettable Magic Moments of Poker events, one player will qualify for the Grand Final in Vienna. There, the winner will walk away with membership on the bwin Poker team. This means all-inclusive packages for important international poker tournaments such as the WSOP and the WSOPE.

### **The Magic Moments of Poker locations**

March  
**Real Madrid – Atlético Madrid**

March  
**“Train and Meet” AC Milan**

May  
**MotoGP Jerez**

July  
**PokerIsland**

August  
**FC Bayern Munich**

September  
**European Basketball Championships - EuroBasket**

October  
**“Train and Meet” Real Madrid**

December  
**Grand Final in Vienna**