



## **bwin and Real Madrid announce the extension of their sponsorship agreement until 2013**

**To mark the contract renewal, bwin launches a special bet for the 10<sup>th</sup> Champions League title of Real Madrid.**

**Vienna/Madrid, September 28, 2009** - bwin and Real Madrid Football Club announced today the renewal of their sponsorship agreement up to the 2012-2013 season. The agreement between the world's leading online gaming provider and the best football club of the 20<sup>th</sup> century will become effective on the 1<sup>st</sup> July 2010. By extending the contract, bwin is underscoring its long-term commitment to top-level football, offering an extraordinary bet to celebrate the occasion.

In calling this special bet, bwin is banking on Real Madrid winning the Champions League title for the 10<sup>th</sup> time by 2013. The bet will be open for all bwin users over 48 hours, starting at 8.00 p.m., from today, 28th of September. 100 of the participating bwin users will then be drawn by lot. If they bet on "yes" and Real Madrid wins the Champion League title again by 2013, they will be paid out odds of 100:1 for a maximum stake of EUR 10.

Both sides are delighted about the continued cooperation and have emphasised its significance for international top-level football.

Manfred Bodner, Co-CEO of bwin said: "We are proud of being able to provide long-term support to the most legendary football club in the world. bwin and Real Madrid are united not only by their long-standing sponsorship partnership. The tremendous passion for football and the commitment to sport in general, are just some of the points that form the strong foundations of an enduring and successful partnership between bwin and Real Madrid. We are convinced that Real will continue to write history by winning the 10<sup>th</sup> Champions League title in this period."

"International football needs strong partners like bwin. I am looking forward to continuing and intensifying our successful partnership with bwin," adds the new president of Real Madrid, Florentino Pérez.

Football is the main corner-stone in bwin's three-pillar sponsorship strategy. The company's commitment in the MotoGP World Championship, where it has been a fixture for many years as title sponsor in several races, forms the company's second pillar. The third pillar in bwin's sponsorship portfolio is basketball.



## 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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