



A day in the life of a football star with AC Milan and bwin

22 winners of the “Enter the Game” promotion had the opportunity to spend one day with professionals at the AC Milan Training Centre in Milan.

Vienna, 20 April 2010 – bwin, the world's leading publicly listed online-gaming provider, offers its customers a unique experience. The winners of the “Enter the Game” promotion enjoyed a day in the life of a professional AC Milan player.

As befitted the occasion, the trip to the Rossoneri training centre was taken in the AC Milan team bus. Upon their arrival, the winners spent the entire morning looking behind the club scenes, watching the team train and enjoying a special tour around the training grounds. Following lunch in the AC Milan restaurant, the participants slipped into personalised red and black AC Milan jerseys like real football players and were invited to a training session coached by Franco Baresi and Daniele Massaro. Under this professional direction, the training session was held in two groups. This was followed by the grand finale during which the 22 participants were able to instantly flaunt what they had learned.

The participants from Austria, Belgium, Cyprus, the Czech Republic, Denmark, France, Great Britain, Greece, Hungary, Italy, Poland, Sweden, and Switzerland got the chance to see the world of top football players from close up and appeared to enjoy every minute of it. The perfect finish to the day was an autograph session with the AC Milan Team Captain, Massimo Ambrosini, and a visit to the Tim Cup final game with the AC Milan youth team, who won against Palermo with a score of 2:0.

www.enter-the-game.com

Press Release



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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