

Press Release



bwin launches online and offline AC Milan activation campaign

Consumers can win a day as a professional AC Milan player at the Milanello

Vienna, 01 March, 2010 – bwin is launching an extensive online and offline activation campaign which will offer its users the opportunity to experience a day in the life of an AC Milan player. The activation campaign consists of two phases, beginning with a viral video where users will experience the special moments before and during an official UEFA Champions League game. By providing their name and uploading a picture, the user literally becomes part of the AC Milan team and appears in different locations and situations, such as the locker room and the team line-up right before the game. The viral video closes with the user scoring the decisive goal and the camera zooming in on their face. Their name also features on the back of their jersey.

The second phase of the activation campaign consists of a live event at the AC Milan Training Center in Milanello where the twenty-two winners from the first phase, who have qualified through a unique AC Milan promotion at bwin, will experience a day in the life of a professional football player. The participants will be presented at a press conference which will include an official welcome and the traditional jersey handover. Furthermore, they will be driven to the training center in the official AC Milan bus and be kitted out like a new AC Milan summer signing. In addition, the winners will be greeted by AC Milan stars such as Ronaldinho and Gattuso and then enjoy a training session with the Serie A squad.

bwin became official sponsor of AC Milan in 2006. Within its sponsorship period, the club has won three international titles including the UEFA Champions League™, the UEFA Supercup™ and the FIFA Club World Cup™.

www.enter-the-game.com

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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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