

Press Release



bwin extends MotoGP sponsorship through to 2013

With the renewal of its year long sponsorship deal with MotoGP rights holder Dorna Sports S.L., bwin extends its commitment to motorcycle racing.

15 December 2011 – The successful partnership between Dorna Sports S.L. and bwin is to continue for another two seasons. The high profile presence of bwin at MotoGP stretches back to 2004 and this commitment to the sport has been reaffirmed with the title sponsorship of two MotoGP Grands Prix; Gran Premio de España at Jerez and the Grand Prix České republiky at Brno. bwin will also have a highly visible presence at the Misano, Mugello and Silverstone Grands Prix.

The bwin brand will be prominent at each circuit with banners on the track, the pit lane and starting line. Branding will also be included on the podium, in the press conference areas and on interview backdrops, with special LED advertising reinforcing the brand's image at the Grands Prix where it is the title sponsor and underlining the importance of innovation and technology to the bwin philosophy.

Norbert Teufelberger, Co-CEO at bwin.party digital entertainment plc, said: "We are proud to announce the extension of our partnership with MotoGP for another two seasons. MotoGP is one of the world's most exciting sports in the world and fits perfectly with the bwin brand. Hundreds of millions of television viewers follow MotoGP's thrilling races every year."

Dorna's Managing Director Pau Serracanta added: "The partnership between bwin and MotoGP over the past seven years has always been associated with reliability, innovation and growth. We are looking forward to racing on together in the upcoming seasons."

www.bwin.com/motorbikes

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About bwin.party

bwin.party digital entertainment plc, the world's largest stock market listed online gaming company, owns the bwin brand and commands leading market positions in each of its four key product verticals: online sports betting, casino & games, poker, as well as bingo with some of the world's biggest online gaming brands including www.bwin.com, www.PartyPoker.com, www.PartyCasino.com and www.FoxyBingo.com. The Company was formed from the merger of bwin Interactive Entertainment AG and PartyGaming Plc on 31 March 2011 and is incorporated, licensed and regulated in Gibraltar. bwin.party is also licensed in France, Italy and Alderney.

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