

Press Release



The bwin Magic Moments of Poker Tour stops off at EuroBasket 2009

The European Basketball Championship was the second-to-last stop in the Magic Moments of Poker Tour organised by bwin, the leading online gaming entertainment provider. Seven online qualifiers got to follow the EuroBasket 2009 action in Katowice (Poland) close up and watch the final match from the "Tribune of Honour". The TV poker table was also brimming with excitement.

Vienna, 1st October 2009. Spain clinched the European Basketball title while the Swiss Steve Duc won the poker tournament. With the cameras rolling, he asserted himself in a gripping poker game and now gets to play in the Grand Final of the Magic Moments of Poker! "Unbelievable" – that's what the lucky winner from Switzerland had to say following his victory.

All seven winners of the online qualifiers enjoyed an unforgettable weekend at EuroBasket 2009. They trained with former basketball pro "Epi" Juan Antonio San Epifanio Ruiz and got to watch the gripping final Spain - Serbia from the "Tribune of Honour".

Main prize: \$100,000 membership in the bwin Poker team

One player gets to qualify for the Grand Final at each of the Magic Moments of Poker events. The winner walks away with a membership on the bwin Poker team. This means all-inclusive packages worth \$100,000 for the major international poker tournaments, including the WSOP in Las Vegas.

The players each star in their very own Magic Moment of Poker show. The action at the televised poker tables is broadcast to millions of viewers tuning in around the world.

Final stop: "Train and Meet" Real Madrid!

The name says it all for the last top event in the Magic Moments of Poker: the online qualifiers will get to spend a weekend with the stars of Real Madrid. All details can be found on www.bwin.com/magicmomentsofpoker.

The bwin Magic Moments of Poker tour stops off at some of the biggest football clubs and top sporting events in Europe: Real Madrid, AC Milan, EuroBasket 2009, a MotoGP racing weekend in Jerez or an action-loaded stay on PokerIsland. With the cameras rolling, the qualifiers will get to put their poker skills to the test.

New website for media representatives

The website www.bwinpressevent.com offers exclusive picture material as well as videos of the televised Magic Moments of Poker show to download.

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The upcoming Magic Moments of Poker stops

October

Final stop! **“Train and Meet” Real Madrid**

November

Grand Final in Vienna

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.

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