

Press Release



19 February 2009

## **bwin "Magic Moments of Poker" tour at AC Milan**

### Further information

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The bwin Group has more than 13 million registered customers (including 8 million "play money" customers) in over 25 core markets, and operates platforms for sports betting, poker, casino games, fortune and skill games as well as audio and video streams featuring major sporting events, such as the German Bundesliga, under various licenses (e.g. Germany, Italy or Gibraltar) through subsidiaries and affiliated companies. The parent company, bwin Interactive Entertainment AG, has been listed on the Vienna Stock Exchange since March 2000 (ID code BWIN, Reuters ID code BWIN.VI). All details about the Company can be found on the investor relations website at [www.bwin.ag](http://www.bwin.ag).

## **bwin “Magic Moments of Poker” tour at AC Milan**

**Seven poker players have qualified for the first stop on the Magic Moments of Poker tour. They will now head off for an exclusive weekend to experience the classic battle between Real Madrid and Atlético Madrid. Qualifiers for the next event are already running – a Magic Moments of Poker weekend at AC Milan!**

Once again, fans of sports and poker will be able to qualify for the weekend in Milan via online poker at bwin. In addition to the poker event itself, winners will experience a training session at the Milanello Training Center, an exclusive tour of the San Siro stadium, as well as the chance to catch a glimpse behind the scenes of one of the world’s biggest football clubs. A total of seven lucky qualifiers will get the chance to experience their own personal Magic Moment at AC Milan. The Freeroll tournaments will be running until 7 March 2009, at [www.bwin.com/magicmomentsofpoker](http://www.bwin.com/magicmomentsofpoker).

The bwin Magic Moments of Poker tour will be stopping off at some of the biggest football clubs and top sporting events in Europe: Real Madrid, AC Milan and FC Bayern Munich, the European Basketball Championships - EuroBasket, a MotoGP race weekend in Jerez and even an action-packed stay on PokerIsland. Once there, players will put their poker skills to the test at the televised poker table.

### **Live in front of the cameras**

The seven online qualifiers for each event will be accompanied by camera teams and will star in their very own Magic Moments of Poker show. The action at the televised poker tables will be broadcast to millions of viewers tuning in around the world.

### **Membership on the bwin Poker team**

At each one of these unforgettable Magic Moments of Poker events, one player will qualify for the Grand Final in Vienna. There, the winner will walk away with membership on the bwin Poker team. This means all-inclusive packages for important international poker tournaments such as the WSOP and the WSOPE.

### **The Magic Moments of Poker locations**

March  
**Real Madrid – Atlético Madrid**

March  
**“Train and Meet” AC Milan**

May  
**MotoGP Jerez**

July  
**PokerIsland**

August  
**FC Bayern Munich**

September  
**European Basketball Championships - EuroBasket**

October  
**“Train and Meet” Real Madrid**

December  
**Grand Final in Vienna**