

Press Release



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The bwin Magic Moments of Poker tour stops off at AC Milan

Further information

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The bwin Group has over 20 million registered customers in more than 25 core markets. Under various licences (e.g. in Germany, Italy and Gibraltar), it operates platforms for sports betting, poker, casino games and games through subsidiaries and associated companies. With the world's widest selection of online sports betting supplemented by audio and video streaming of major sporting events such as matches of the German Soccer League, as well as one of Europe's largest poker networks, bwin offers incomparable online gaming entertainment. 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). Further information about the Company can be found on its investor relations website at www.bwin.org.

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The second top sporting event on the Magic Moments of Poker tour took place in Milan from 26. to 30. March. Although Carsten Henning was the eventual winner at the poker table, all seven winners of the online qualifiers had a good reason to celebrate – winning a “Train and Meet” weekend with AC Milan. The poker players took part in a training session with the AC Milan squad and got the chance to experience the 2007 Champions League winners up close and personal. And it’s already full throttle in the online qualifiers for the next stop on the Magic Moments of Poker tour – up for grabs is a racing weekend at the MotoGP in Jerez.

The seven winners of the online qualifiers will never forget the days they spent with AC Milan: an exclusive poker session with host Franco Baresi in the bwin lounge at the San Siro stadium and training with the AC Milan players at the Milanello training center, followed by a game. Not only did the 26 years old German Carsten Henning get to show off his football skills on the pitch, he also won at the televised poker table and will now take part in the MMOP final.

Qualifiers for the next stop on the Magic Moments of Poker Tour are already underway. This time, the destination is the MotoGP race in Jerez. Qualification via Freeroll tournaments is possible until 11 April 2009 at 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, FIBA, 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.

bwin Poker team membership worth \$100,000

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
FIBA

October
“Train and Meet” Real Madrid

December
Grand Final in Vienna