

Press Release



bwin Magic Moments of Poker – The Grand Finale

Matteo Cecchini from Italy prevailed at the “Train and Meet” Real Madrid on the last stop of the Magic Moments of Poker tour. The seven finalists are now set to enter the showdown which will take place in November. The Magic Moments of Poker Grand Finale will decide who becomes the new member of the bwin Poker team and walk away with tournament participation worth \$100,000.

Vienna, 21 October 2009. The last stop on the Magic Moments of Poker tour offered the winners of the online qualifiers the chance to spend a week with Spanish record-holders Real Madrid. In addition to a training session, the players had the chance to meet stars of the team, including Raul, van Nistelrooy, Guti and Arbeloa. Matteo Cecchini took the win at the poker table and secured the last ticket to the final!

First prize: \$ 100,000 bwin Poker team membership

First prize will be awarded to the winner of the Grand Finale of the Magic Moments of Poker party on November 17. High above the rooftops of Vienna, the best poker player from the Magic Moments of Poker tour will become an official member of the bwin Poker Team. The winner will go on to represent bwin at major poker tournaments in 2010, including the WSOP in Las Vegas.

The Grand Finale will be a televised event. The players will get to star in their very own poker TV show and a million-strong audience will be keeping close tabs as the game unfolds at the televised poker table.

The bwin Magic Moments of Poker tour

The bwin Magic Moments of Poker tour stopped off at some of the biggest football clubs and top sporting events in Europe: the tour began with Real Madrid when they took on city rivals Atlético and came to a close back in Spain with the “Train and Meet” session with the Spanish record-holders. Other stops on the tour included AC Milan, EuroBasket 2009, a MotoGP race weekend in Jerez and an action-packed stay on PokerIsland.

Website for the media

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

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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.

Further information:

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