

2 April 2013

Go Backstage at the Bernabéu courtesy of bwin's Club of Champions

bwin, Europe's largest sports book, is offering four lucky football fans a once in a life time opportunity for a behind the scenes look at Real Madrid, as they prepare for their La Liga clash with Malaga in May.

The winners and chosen friends will enjoy access-all-areas privileges, visiting the legendary Bernabéu stadium on the eve of the match, watching the pre-game rituals first-hand, seeing the pre-game warm-up and listening to all the insider stories and gossip from the Real Madrid staff.

The full money can't buy experience includes:

- Exclusive behind-the-scenes experience including guided Bernabéu stadium tour
- 2-night's stay at a 4-star hotel incl. breakfast
- VIP tickets for the match - Real Madrid v Málaga C.F.
- Madrid city tour
- €500 spending money

To be in with a chance of winning this unique experience customers need only to opt in to the bwin [promotion here](#) and place an enhanced odds multi-bet* at any time from now until 15 April 2013. They will then be automatically enter the prize draw for the "Backstage Bernabéu" Package. Four winners will be drawn from among all participating users.

As an official partner to three of Europe's finest football clubs – Real Madrid, Manchester United and FC Bayern Munich - only bwin can offer its customers exclusive behind-the-scenes access and money can't buy experiences through their elite 'Club of Champions' promotions.

Keep up with the latest betting action [@bwin](#) on Twitter, [like](#) the Facebook fanpage and logon to [bwinbetting.com](#)

Full terms and conditions please see the ['Club of Champions'](#) promotion page.

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+44 (0) 20 7337 0100**About bwin**

bwin is the leading sports betting brand of bwin.party digital entertainment plc (LSE: BPTY), the world's largest listed online gaming company. The Company was formed from the merger of bwin Interactive Entertainment AG and PartyGaming Plc on 31 March 2011. Incorporated, licensed and regulated in Gibraltar, the Group also has licences in Belgium, Denmark, France, Italy, Spain and Schleswig-Holstein in Germany. With offices in Europe, India, Israel and the US,

the Group generated total pro forma revenue of €801.6m and pro forma Clean EBITDA of €164.9m in 2012. bwin.party commands leading market positions in each of its four key product verticals: online sports betting, poker, casino and bingo with some of the world's biggest online gaming brands including bwin, PartyPoker, PartyCasino and Foxy Bingo

The Group's scale, technology and strong portfolio of games collectively differentiate its customer offer from those of its competitors. bwin.party is a constituent member of the FTSE 250 Index and the FTSE4Good Index Series, which identifies companies that meet globally recognised corporate responsibility standards. For more information about bwin.party, visit: www.bwinparty.com.