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bwin enters into digital partnership with Manchester United

Fans offered the chance to win season tickets for United's twentieth title hunt

bwin, Europe's leading sports book, today announces a new agreement with Manchester United to become the club's official online gaming and betting partner. The partnership was launched today at Old Trafford with Man Utd's manager Sir Alex Ferguson, along with players Rio Ferdinand, Nemanja Vidic and Wayne Rooney.

The initial three-year deal will increase the profile of bwin in the UK and many other countries, reinforcing its position as Europe's leading sports betting brand in football. The sponsorship package positions bwin at the centre of promotional activities for the world's most popular football club and includes the integration of bwin into United's website, the creation of co-branded social gaming products, match day perimeter board signage, access to players for marketing campaigns, a range of in-stadia initiatives including bwin-branded betting kiosks and other marketing rights.

To celebrate the coming together of Manchester United and Europe's leading sports book, bwin is offering fans the chance to win two season tickets to all of Man Utd's 19 Premier League home games as the Red Devils go for an unparalleled twentieth league title. Runners-up prizes also include 20 signed shirts and 20 free £100 bets. To take part, all fans need to do is place £5 on any Manchester United related bet from a new or existing bwin.com account. Full details can be found at bwin.com/manutd and further updates on Twitter using the hashtag #backmanutd.

Welcoming the deal, Norbert Teufelberger, Co-CEO of bwin's parent company bwin.party, said:

"Manchester United is one of the biggest names in world sport with a global fan base running into hundreds of millions. We share a passion for football that has always been at the heart of our long term brand development strategy.

"As Europe's leading online sports betting operator, football is fundamental to our long-term success, making up approximately half of our total sports betting revenue of €261m in 2011.

"As well as supporting our real money gaming business, the agreement complements our recent move into social gaming. Man Utd has 569 million followers outside of Europe, providing us with a great opportunity to offer jointly designed and innovative products in countries that do not yet allow real money online sports betting."

Manchester United's Commercial Director, Richard Arnold said:

"bwin has an established and reputable reputation in online gaming in Europe and Manchester United is pleased to be bringing that model to not only the 75,000 football fans who visit Old Trafford each week, but also our huge global audience.

"Like Manchester United, bwin is a leader in its market. It offers an enhanced betting experience with engaging content, utilising the latest technologies and bringing something new to the UK market. This, along with the company's knowledge of football, is why we chose to align ourselves with bwin and we are looking forward to a successful partnership."



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Notes for Editors

About bwin.party

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 France, Italy and Denmark. With offices in Europe, India, Israel and the US, the Group generated total pro forma revenue of €816.0m and pro forma Clean EBITDA of €199.3m in 2011. 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 www.bwin.com, www.PartyPoker.com, www.PartyCasino.com and www.FoxyBingo.com. 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.