

## Press Release



### **bwin launches Real Madrid Facebook game**

**By playing this new social network game, Real Madrid fans can virtually follow the journey of their team on their way to their 10th Champions League victory and win real prizes.**

**Vienna, 27 October 2010** - bwin, the world's leading listed online gaming provider, has launched the "Raise up the 10th" Facebook game. Facebook users can join Real Madrid's journey to their 10th UEFA Champions League™ victory and become part of the team by creating their own virtual and personalised players who will then take on a number of challenges.

The main task is to gain experience and ranking by completing training tasks, answering quiz questions, challenging other players and placing live and fixed odd bets for fun on the Real Madrid Champions League games to earn match points. All virtual activities are linked to real-world content such as exclusive statements from Real Madrid players Arbeloa, Benzema, Kaká or Özil, as well as match forecasts and direct messages to the fan and social gaming community. On top of this, players can gather collection items which help them to complete tasks and generate more ranking points.

The top-ranked players will win a variety of "real" Real Madrid-related prizes. The first-placed player will receive two tickets for the Champions League final at Wembley Stadium in London. The rest of the prizes are just as attractive: special Hospitality Packages (tickets, accommodation and flights) for Champions League away games, signed Real Madrid balls and jerseys, as well as several personalised Real Madrid jerseys.

[www.raiseupthetenth.com](http://www.raiseupthetenth.com)  
[www.bwin.com/raiseupthetenth](http://www.bwin.com/raiseupthetenth)

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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](http://www.bwin.org).

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