

Press Release



18th October 2011

RAISE UP THE 10TH THOUSANDS OF REAL PLAYERS TAKE ON LYON IN VIRTUAL SHOWDOWN

Just hours before Real Madrid's UEFA Champions League match against Olympique de Lyon, thousands of players of the 'Raise up the 10th' Facebook app are training hard together with Cristiano Ronaldo, Özil, Lass and Coentrão to take the next step forward on their journey to being crowned champions of Europe for the 10th time.

Following its huge success last season, bwin has relaunched the 'Raise up the 10th' app with new features, allowing fans to train together with their Real Madrid idols and support them in their quest to reign supreme once again in European football.

An interactive game with real prizes

Use the 'Raise up the 10th' app to play daily quizzes, for live betting using 'match point's' during games, the chance to challenge your friends via the Panna Challenges and to collect and trade virtual items. All of this plus the thrill of training with the Real Madrid players to move from one level to the next, leading to a place on the bench and ultimately playing in the next UEFA Champions League match. 'Raise up the 10th' is a unique virtual experience, which allows you to win real prizes including signed jerseys, VIP tickets to watch a game at the Bernabéu stadium, a flight with the team to an away match....or a trip to the big final in Munich on May 19th*!

This time will be different. This time you are playing!

Choose your position in the field and start training to be part of the Real Madrid team in www.raiseupthetenth.com. And don't forget to join the official fansite on Facebook for the latest information and tips about the game and to participate in raffles.

Watch what Cristiano, Özil, Coentrao and Lass have to tell you before you start!

<http://www.youtube.com/watch?v=EL4liUpnLBU>

*Terms & Conditions: <http://apps.facebook.com/raise-up-the-tenth>

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About bwin.party

bwin.party digital entertainment plc is the world's largest listed online gaming company and owns the bwin brand. 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 has over 3,100 employees in offices in Europe, India, Israel and the US and generated total pro forma revenue of €814.0m and pro forma Clean EBITDA of €193.2m in 2010. bwin.party is also licensed in France, Italy and Alderney, and 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. At the heart of our business, our proprietary software, online gaming platforms and a strong portfolio of games collectively differentiate our customer offer compared with our competitors.

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