

Press Release



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Four Real Madrid players have disappeared under mysterious circumstances

Where have Kaká, Van der Vaart, Granero and Marcelo gone? These four players have mysteriously disappeared into the virtual world of *savetherealgame.com* and bwin is challenging you to find them and win some very attractive prizes.

Under the motto "It's down to you to save El Clásico", bwin is challenging users to find the four Real Madrid stars who are lost in cyberspace. To save them, fans must release them by playing a thrilling game where they have to find four numerical codes hidden on the Internet. Kaká, Van der Vaart, Granero and Marcelo will help the players on their mission with different hints and tips. The answers to the questions will be revealed during the game.

All users who complete the game will also have the opportunity to win a trip with the Real Madrid players in their team plane to a La Liga game, as well as other attractive prizes.

bwin, Real Madrid sponsor and European leader in online sports betting, has organized this original and hard-hitting campaign with the four Madrid players to mark the occasion of the upcoming Real Madrid – Barcelona game that will take place at the Santiago Bernabéu stadium in April.

For more information, please visit www.savetherealgame.com.

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About bwin

The bwin Group has over 20 million registered customers in more than 25 core markets and operates a number of platforms offering sports betting, poker, casino games, fortune and skill games as well as audio and video streams of top sporting events such as the German football Bundesliga. The parent company bwin Interactive Entertainment AG ("bwin") is listed in the blue chip ATX index on the Vienna Stock Exchange and provides its subsidiaries and associated companies with various services such as software development, marketing, communication, human resources and finance. The operational business of the bwin Group is conducted by subsidiaries and associated companies based on licenses (e.g. in Germany, Italy or Gibraltar). Further information about the Company can be found on its investor relations website at www.bwin.org. (ID code BWIN, Reuters ID code BWIN.VI)

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