

BETANDWIN.COM ACQUIRES GLOBAL RIGHTS TO INTERNATIONAL MARKETING OF GERMAN SOCCER LEAGUE

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betandwin.com acquires global rights to international marketing of German Soccer League

BETandWIN.com Interactive Entertainment AG has acquired the exclusive international marketing rights to the German Soccer League and the Second Division for the next three seasons up to and including 2008/2009. The media rights acquired include all international television broadcasting as well as online and mobile rights. The Sportsman Media Group will act as **betandwin's** exclusive distribution partner for these rights in close cooperation with the German Soccer League. Both companies joined forces to present an innovative concept to the league aimed at making it a global technology pioneer in the flexible utilisation of a wide variety of distribution channels and achieving comprehensive global media coverage. For example, **betandwin** intends to exploit its rights to the first and second German divisions internationally, streaming the games of both divisions live on its online platform www.betandwin.com.

"This decision by the German Soccer League is a milestone in the history of **betandwin**," comments Manfred Bodner, Co-CEO of **betandwin.com**. "For the first time ever, as continental Europe's largest sports betting provider, we have acquired exclusive rights to a national league. This will establish a partnership with the German Soccer League which we intend to develop and strengthen. Thanks to this agreement, the league will become a global pioneer in the field of international cross-media marketing. We are exhilarated at the confidence which the German Soccer League has shown in **betandwin**."

About betandwin

With over 2 million registered customers, the **betandwin** Group is the leading provider of online gaming products in continental Europe, and has set itself the goal of becoming the world's leading address for sports betting, gaming and entertainment on the Internet. Operating under licences issued in Austria, Germany, the United Kingdom and Gibraltar, the company's subsidiaries and affiliated companies offer sports betting, casino games, soft games, and person-to-person applications via Internet and mobile telephone. BETandWIN.com Interactive Entertainment AG has been listed on the Vienna Stock Exchange since March 2000 (ID code "BWIN", Reuters ID code "BWIN.VI"). Further information about the company can be found on its investor relations website at www.betandwin.ag.

About the Sportsman Media Group

The Sportsman is a media agency based in Germany and Austria. Owner Thomas Krohne has already been working with the German Soccer League in various areas for many years. Sportsman Media is currently marketing the international television rights to the Premiere League Cup with great success. Thomas Krohne has excellent worldwide contacts with international television stations and agencies. As director of television with ISPR, for many years he was responsible for, and successfully marketed the international rights to the German league.

Further
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