

Press Release



bwin expands horse racing offering

UK and Irish horse races added to the world's biggest betting line-up.

Gibraltar, 6 September 2011 – bwin has added 60 UK and 25 Irish race tracks to its horse racing line-up. More than 13,300 additional races a year including classic events like Royal Ascot, the Cheltenham Festival and the Grand National will now be available to bet on at bwin.com.

Customers can enjoy the thrill of races via live video streaming from tracks in Germany, South Africa, Sweden, the US and many other countries on a daily basis. All races are supported with background information, expert tips, statistics and live video streaming coverage.*

New betting features

"Since the launch of horse racing at bwin.com in October 2010 we have continuously extended our racing programme. The enhancement with high quality races from the UK and Ireland is the next logical step and will also lead to a higher number of betting options for our users", says Stefan Wukovitsch, Section Head Sports Products at bwin.party digital entertainment.

To coincide with the addition of British and Irish races, bwin.com is adding new features such as "Quick Tip" which is designed to help less experienced customers select the horse and bet with the highest probability of winning.

<http://facebook.bwin.com>

*UK and Ireland live video streams are not available in UK and Ireland.

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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 and 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 €830.1m and pro forma Clean EBITDA of €168.2m 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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