

## Press Release



### **bwin brings fans closer to Euroleague Basketball**

**bwin enables basketball fans to see their messages up in lights and choose the most valuable player.**

**17 October 2011** – bwin, sponsor of Turkish Airlines Euroleague Basketball, the most prestigious professional club basketball competition in Europe, is launching a new initiative to bring fans closer to the courtside action than ever before. Appropriately called “You won’t get closer”, the programme will allow fans to interact with their favourite teams and players in new and exciting ways.

The ‘You won’t get closer’ package includes a range of features which will enhance the experience of this year’s Turkish Airlines Euroleague, including the live streaming of all games on the bwin website, special competitions to win tickets and signed merchandising, hospitality packages for the Turkish Airlines Final Four in Istanbul and the chance to vote for the special bwin fan MVP (Most Valuable Player).

One of the most exciting innovations will be the chance for fans to see their messages screened live on the Turkish Airlines Euroleague Basketball courts at selected games throughout the season. Simply by sending a message via Facebook, Twitter or the [bwin.com/youwontgetcloser](http://bwin.com/youwontgetcloser) website, once reviewed and approved, fans will see their text on the stadium’s LED board. “This is a great package designed to allow fans to interact directly with their favourite teams while watching them on the bwin live stream, on TV or courtside and we are delighted to be strengthening our partnership with Turkish Airlines Euroleague with this unique initiative.” explains a bwin spokesman.

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

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

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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](http://www.bwin.com), [www.PartyPoker.com](http://www.PartyPoker.com), [www.PartyCasino.com](http://www.PartyCasino.com) and [www.FoxyBingo.com](http://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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