

PRESS RELEASE

IE BUSINESS SCHOOL launches the "2ND ANNUAL LATIN AMERICAN ECONOMIC JOURNALISM AWARDS," sponsored by the CODERE Foundation and CAF

- The Awards, the only regional award of this nature, recognise the quality of economic and financial journalists in Latin America and their role in promoting governability.
- The awards are endowed with €13,000 in prize money (about US\$17,000) for the best news stories of the region.
- The first edition in 2011 involved more than 300 articles, 200 journalists and 150 media companies in the region.

Madrid, 10 January 2012. The CODERE Foundation, an organization dedicated to research, analysis, policy development and the evolution of the gaming industry, supports the 2ND ANNUAL LATIN AMERICAN ECONOMIC JOURNALISM AWARD, organized by the IE BUSINESS SCHOOL to recognize the quality of business journalists in Latin America and their role in promoting governability.

Following the success of the first edition, the IE BUSINESS SCHOOL and the CODERE Foundation have been joined by another prestigious sponsor, CAF (Latin American Development Bank) with the collaboration of CNN in Spanish.

The purpose of the award is to recognize the best works published or broadcast by news media (newspapers, magazines, blogs, websites, radio or television) with the main goal of spreading economic culture among society. This second edition, accepting articles published between 1 July 2011 and 15 February 2012, will focus on articles related to entrepreneurial activity, an important driver of economic and social development in Latin America recent years.

More prize money

The following prizes will be awarded in this edition (total €13,000 or about US\$17,000):

- First Prize for the best journalistic work published in newspapers (general daily press, daily economic or financial newspaper) endowed with €5,000 and a sculpture.
- Special Recognition (second prize) for the next best journalistic work published in newspapers (general daily press, daily economic or financial newspaper) endowed with €1,500.

- First Prize for the best journalistic work published in non-daily press (magazines, trade publications, TV, Internet) endowed with €5,000 and a sculpture.
- Special Recognition (second prize) for the next best journalistic work published in non-daily press (magazines, trade publications, TV, Internet) endowed with €1,500.

The CODERE Foundation will also award the Accesit Award for the best journalistic work on "Innovation in the entertainment, leisure and tourism industry," endowed with €2,500.

Prestigious international jury

The jury is made up of journalists from renowned regional and international media companies (CNN, Wall Street Journal, Clarin, El Nuevo Herald), communication managers of companies such as Google or Iberia, executives of the organizers, as well as regional institutions such as the OAS (Organization of American States).

The 20 finalists will be announced during the month of April and the winners will be announced in an awards ceremony scheduled to take place the following June in Bogota, Colombia.

Success of the first edition

The Época Negocios magazine (Brazil) and the IECO supplement of the Clarín newspaper (Argentina) were the winners of the first edition of the IE BUSINESS SCHOOL Latin American Economic Journalism Awards.

The competition attracted over 300 entries from across Latin America, authored by 150 different journalists and published by some 200 of the region's leading media. Close to 300 articles, reports, interviews and other news formats, and was attended by professionals from virtually all Latin American countries.

The awards ceremony took place on June 16, 2011 at Centro Banamex in Mexico City, with the presence and support of Luis Tellez, president of the Mexican Stock Exchange, Gabriela Frias, host of the economic program on CNN in Spanish and Barbara Anderson, an Argentinean journalist based in Mexico.

Santiago Iniguez, President of IE UNIVERSITY and Dean of IE BUSINESS SCHOOL presented the award for the best article noting that *"The award is in recognition of the social role of the media to spread economic culture among the social foundations of Latin America. This economic cultural labour is one of today's economic development drivers in the region. If a broad social base understands the fundamentals of the economy and the markets, as well as the entrepreneurship and innovation factors that bring greater progress and prosperity, Latin America will have many years of growth ahead. And the communications media are key in this process."*

Germán Gusano of the CODERE Foundation, sponsor of the event, presented the Codere Accesit Award to the magazine Revista Ejecutivos de Finanzas, published by the Mexican Institute of Finance Executives (IMEF).

How to participate

The award will cover all journalistic works published between 1 July 2011 and 15 February 2012.

Entries may be submitted electronically by registering on the website: <http://premioperiodismo.ie.edu> or physically by sending a print copy to I PREMIO DE PERIODISMO ECONÓMICO IBEROAMERICANO -IE BUSINESS SCHOOL- Calle Pinar 7 Bajo, 28006 Madrid (Spain) by the end of March 2012. No applications will be accepted after the deadline.

About IE Business School

IE Business School shapes leaders that promote innovation and change in organisations, equipping directors with an entrepreneurial mindset that generates employment, wealth and social wellbeing. Recognised as one of the world's leading business schools, IE Business School has an urban campus in Madrid and a faculty of more than 400 professors who teach students from 88 countries. IE Business School was recently honored by the Financial Times as the school with the 8th best MBA program in the world and 3rd best in Europe. Other rankings by the Wall Street Journal, Forbes, The Economist and América Economía have consistently placed IE Business School among the top 10 business schools in the world.

CODERE Foundation

Fundación CODERE is a not-for-profit organisation created to promote and sponsor the study, analysis, evaluation, regulatory framework and evolution of the gaming industry.

About CAF

CAF - the Development Bank of Latin America, whose mission is to promote sustainable development and regional integration by funding public and private sector projects, providing technical cooperation and other specialized services. CAF was established in 1970 and currently consists of eighteen countries in Latin America, the Caribbean and Europe, as well as fourteen private banks from the Andean region and is a major source of multilateral financing and an important source of knowledge for the region.

The CODERE Group

CODERE is a Spanish multinational group and a key player in the private gaming sector in Europe and Latin America. Overall the Group manages more than 56,500 AWP machines, 191 gaming halls, 780 betting locations and participates in the management and operation of 3 horse racetracks, operating in Argentina, Brazil, Colombia, Spain, Italy, Mexico, Panama, and Uruguay, as well as over the internet in Italy where it holds the appropriate licenses.

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