

PRESS RELEASE

CANOE GOES ALL OUT FOR THE EURO CUP ALL BETS ON SPAIN WINNING

- In expectation of the Spain's national football team's second match this Thursday, emotion is building and bets are rising by around 70% these days. There are more than 30 betting options per game, although those placed the most are on the *full time results* or *winner*.
- The CANOE Hall is all set for the fans to come and follow each game live with its full-range offer of sports, gaming and dining in the very heart of Madrid.
- Numerous Euro Cup-related promotions to surprise "*The Red Fury*" supporters these days at the Canoe Hall.

Madrid, 13 June 2012. Following the excitement of the Spain's national football team's first 2012 Euro Cup game, the CODERE Group's CANOE Hall (Paseo de la Castellana, 93) now has everything all set for a full house of more than 500 "*La Roja*" supporters at 8:45 p.m. this Thursday for the second Spain-Ireland match. Once again, the bets are on Spain's national team as the favorite for winning the 3rd Euro Cup, betting having been rising by nearly 70% these days.

The excitement is becoming more noticeable than ever for those in charge at the CANOE Hall: "*The fans are going all out for our national team, and everything is all set for enjoying all the live excitement of this upcoming 2012 Euro Cup match. We've installed a 140" HD screen for enjoying each game in grand style*".

From June 8th to July 1st, you can enjoy live football at the CANOE Hall, which has been *personalized* for the occasion with the colors of Spain's national team, "*The Red Fury*". In addition to the games, supporters can enjoy a great number of multi-product gaming in the form of sports betting, gaming machines, multi-player machines and video bingo, as well as wide-ranging dining options.

All for the Euro Cup

To promote this event, the Company has developed different campaigns for the supporters to feel their team spirit. Every day, a drawing will be held for 23 official shirts of Spain's national team players; 10 people will experience all the excitement of the Croatia-Spain match in Poland on June 18th next thanks to their participation in the action "What do you bet you are going to Poland?", a drawing held among the non-winning bets for the month of May. Also, fans have had the enjoyment of exclusive price coupons as of the first week in May; and a special **Football Pool Coupon** has been gotten under way awarding a euro for placing bets at the

En Junio, el mes del FÚTBOL EUROPEO

Come en Canoe y te regalamos una apuesta

Puedes ganar hasta **1.076€**

Quiniela VICTORIA
APUESTAS DEPORTIVAS

POLONIA - GRECIA	X
RUSIA - R. CHECA	2
HOLANDA - DINAMARCA	1
ALEMANIA - PORTUGAL	1
ESPAÑA - ITALIA	1
IRLANDA - CROACIA	X
FRANCIA - INGLATERRA	1
UCRANIA - SUECIA	X

Si lo prefieres, te regalamos 1€ para apostar a lo que quieras

*La apuesta será de 1€. Apuesta válida hasta el 7 de junio a las 00:00 h. y válida sólo en la Primera Planta de Canoe. Sólo se entregará una apuesta por persona.

Síguenos en    

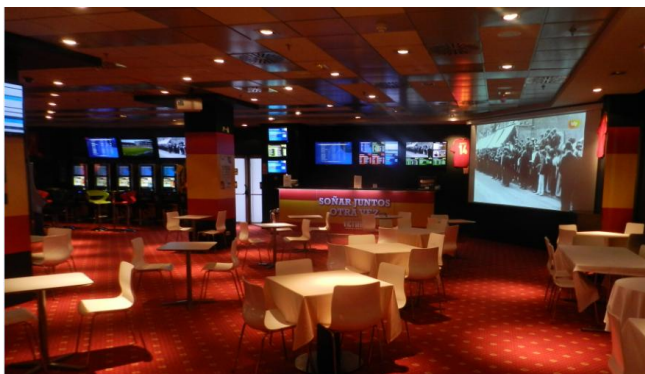
Ven a Canoe a ver la Eurocopa en pantalla gigante HD y llévate una camiseta de la Selección

Consigue las camisetas oficiales de los 23 jugadores de la Roja que sorteamos cada jornada. Haz tus apuestas de la Eurocopa y podrás ganar miles de euros

Síguenos en    

CANOE Hall, and a media campaign has been carried out. These and other surprises throughout the upcoming days the Euro Cup is being held.

Football excitement skyrockets betting



Betting has skyrocketed as of the end of May, having risen by over 70% over the previous month. The most eager better placed the first wager for this 2012 Euro Cup right as the World Cup in South Africa ended, this having placed his bet on *Spain Winning the 2012 Euro Cup Championship* just shortly after its having won the 2010 Cup.

Fans have 30 types of bets per game from which to choose, though the **Full Time Result** still continues to be the star of this competition, although the **Correct Score** for Spain's National Team's matches – the traditional “*porra*” with which we Spaniards are very familiar, continues to be outstanding.

Other favorite options these days are: **Who will be Spain's top goal scorer?**, the **Total number of Euro Cup goals**, the **National Teams classified from each group** or **What national teams will be playing the final?**

At the end of the first day of the groups phase, the champion bets among the favorites are being paid at:

Spain: 3.70, Germany: 3.80, France: 9.00, Italy: 10.00, Russia: 11.00, England: 12.00

All sport and gaming as of tomorrow at CANOE, Paseo de la Castellana 93.

A long history of sports betting in Spain

Since CODERE Group's sports betting division was first created, having been operated under the Victoria Apuestas brand name in 2008, the Company has never stopped growing. CODERE was the first Company in Spain to have taken sporting bets (April 16, 2008) and also carries out this activity in other countries. Mexico, Panama, Uruguay and Brazil, amounting to a total of 898 betting points in the 1T2012, Spain being one of the Group's driving forces in this business. Outstanding is the more than 50% growth of this business, on a stable basis of betting points last year, revealing the capacity of generating traffic at the halls.

About CANOE. More than you think

Although bingo continues to be one of the leisure-time entertainment activities bringing in the largest number of customers to CANOE, the demand for the multi-product gaming covered by this hall by way of its gaming machines, sports betting as well as the multi-player or video bingo machines, which are bringing in new customers, is progressively increasing. The intense activity of the gaming halls, in conjunction with the attractive prize-related chances and the varied dining offer round out the leisure-time entertainment offered by the CANOE Hall, located in the very heart of Madrid (Paseo de la Castellana, 93).