



**PRESS RELEASE**

## **CODERE BETS ON FOOTBALL AS A SPONSOR OF ELCHE C.F.**

**Valencia, 20 November 2012.-** CODERE Apuestas, the leading Spanish sports betting company, enters the world of football through its sponsorship of Elche C.F. for the 2012-2013 season. This is a crucial bet seeing as the Elche club, currently playing for the Championship (second division), is in an excellent position and ready to jump to the First Division.

*"We are delighted and proud to have reached this agreement with Elche as it is in line with our values and hope that this new union will bring us a lot of joy" said Pablo Baquera, CODERE Marketing Director. "In CODERE we live football, and sports in general, as a unique experience, which gives us excitement and allows us enjoy the moment to the fullest, with the illusion of live sports bringing even more emotion if possible," added Baquera.*

President of Elche C.F., José Sepulcre Coves, thanked CODERE Apuestas for its confidence by betting on Elche C.F. and was very happy with the new agreement. *"For us it is very important to establish agreements with companies like CODERE, their support is very important for our organization and is a clear reflection of the Elche Club as a prestigious and highly attractive business."* Similarly, Sepulcre expressed his desire *"to extend the time in our relationship with CODERE and achieve the greatest success together."*

### **Presentation of the jersey**

The presentation of the agreement took place today at the Martinez Valero Stadium and was attended by José Sepulcre Coves, president of Elche C.F., team captain David Generelo Miranda and Pablo Baquera, Marketing Director of CODERE.

With this agreement, the Elche Club team members will sport the CODERE Apuestas brand on the back of the all three versions of their official kit.

In addition to sporting the logo on the back of the jacket, the Football Club and CODERE Apuestas will undertake several sponsorship actions with the squad throughout the season and may use images and symbols of the club in various media with the footballers. Also, the Martinez Valero Stadium will show 2 boards with CODERE image next to the video scoreboard and two billboards, one each behind the goals.



### **CODERE leads the introduction of sports betting in Valencia**

CODERE is fully licensed sportsbook since June 2012, which is when the company began the expansion plan in the Valencian Community that has led to a presence in 70 gaming halls and over 700 terminals spread across the region in the hospitality sector.

### **CODERE Group**

CODERE is a Spanish multinational group and a key player in the private gaming sector in Europe and Latin America with over 20,000 employees and is listed on the Spanish Stock Exchange. Overall the Group manages more than 56,833 gaming machines, 186 gaming halls, 3 horse racetracks and 1,300 betting locations in Argentina, Brazil, Colombia, Italy, Mexico, Panama, Spain and Uruguay. In Italy the Group also offers online gaming under the appropriate licenses.