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## **PRESS RELEASE**

**The sports betting company celebrates the 90th anniversary of Hércules**

# **CODERE APUESTAS SPONSORS HERCULES FOOTBALL CLUB FOR 2012-2013 SEASON**

**27 November 2012.-** CODERE Apuestas celebrated the 90th anniversary of Hércules C.F. by signing a sponsorship agreement that the company, a leader in sports betting, has concluded with the football club for the entire 2012-2013 season.

*"In CODERE we are proud to sponsor the Hércules Football Club in such an emblematic year. 90 years full of determination and desire to excel during which the club has become a benchmark for Spanish football",* said Paul Baquera, Marketing Director of CODERE, to which he added, *"We wanted to join the Hercules project because we are a company that lives and breathes sports. We are motivated by the enthusiasm and excitement of every game and that's a feeling that binds us to a club like Hércules."* Baquera also highlighted the great love that envelops the club in every game.

Jesús García-Pitarch, president of Hércules C.F., meanwhile, stressed the value of the agreement for the Alicante club, *"For us it is very important that companies like CODERE continue betting on our institution"* and thanked Paul Baquera for the confidence shown by *"choosing Hercules as a medium to spread a brand as important as this multinational sportsbook"*. The leader of the Alicante team demonstrated his hope that this agreement will be beneficial for both entities and can extend over time with the common goal of improving each season.

### **Presentation of the shirt**

During the media presentation held today at the Rico Pérez Stadium, team captain Paco Peña held up the club's shirt with the CODERE Apuestas logo. The player was accompanied during the presentation by Jesús García Pitarch, president of Hercules C.F. and Paul Baquera, CODERE Marketing Director.

In addition to the logo on the team shirts, CODERE will place its corporate image at the Rico Pérez Stadium and undertake various sponsorship activities with players and other actions targeted at season ticket holders and fan clubs.

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

CODERE is a 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.