



## **PRESS RELEASE**

### **CODERE LAUNCHES SPORTS BETTING OPERATIONS IN NAVARRA**

- During the first ten days of activity in Navarra, CODERE installed 11 Sports Betting Terminals in bars and opened the first VICTORIA Zone in a gaming hall.
- CODERE is the only company present in the 3 Spanish Autonomous Communities that currently regulate betting: Madrid, the Basque Country and, now, Navarra.
- Currently, CODERE operates 318 betting locations distributed among its own establishments, VICTORIA Zones and Sports Betting Terminals.

**Madrid, 27 October 2010** CODERE has begun to operate its sports betting business in Navarra, installing 11 betting terminals during the first ten days of activity. These first machines are located in Pamplona, Sarriguren, Corella, Falces and Ekai de Longuida, specifically in the bars Iturri, Bahia, La Mattina, Kiosko, Olga y Adrian, Las Matas, Bárdenas Reales, Binies, Maxy, El Kiosko and Ekai. In addition, CODERE has inaugurated first VICTORIA Zone in the gaming hall Salón de Juegos Alai (Tajonar, 7) in Pamplona.

This is a further step in CODERE's strategy of boosting sports betting venues in Spain. CODERE is the only company present in the 3 Spanish Autonomous Communities that currently regulate sports betting: Madrid, the Basque Country and, now, Navarra. The company operates in all 3 regions under the trade name VICTORIA.

Throughout this week, CODERE plans to install 8 self-service sports betting terminals in bars and open 2 new VICTORIA Zones in Reno (Avenida de Barañain, 64) and Vinacego (Merkatondoa, 2) halls in Pamplona and Estella respectively.

In coming weeks CODERE will open 3 more VICTORIA Zones in Pamplona (Salón Recreativo Miravalles. Avenida Sancho el Fuerte, 20 – Salón Recreativo Miravalles. Iturrama, 10 – Salón Reno. Avenida de Bayona, 2) and install a total of 180 Self-Service Betting Terminals in bars in the coming months. To do this, CODERE has brought together the best possible partners and collaborators, including such important groups as Recreativos Miravalles, Automáticos Reno/Alai o Vinacego, which have a long tradition and experience in the gaming business in Navarra.

More information: [www.codere.com](http://www.codere.com)  
[www.victoriapuestas.com](http://www.victoriapuestas.com)

VICTORIA Apuestas offers its customers the best choice for leisure and entertainment, with 18 major sports and up to 80 additional sporting events on which to bet. Furthermore, CODERE adapts to the sporting traditions of each community, offering, in the case of Navarra, Jai-Alai betting.

After two and half years of operations, VICTORIA Apuestas continues to grow under the core principles of reliability, trust and the best returns on the market. Currently, VICTORIA operates 318 sports betting locations distributed among its own establishments, VICTORIA Zones and Sports Betting Terminals.

#### **The Group CODERE**

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 54,000 gaming machines, 139 bingo halls, 390 sports betting locations and 13 casinos, and participates in the management and operation of 3 horse racetracks in Argentina, Brazil, Colombia, Italy, Mexico, Panama, Spain and Uruguay.

#### **VICTORIA**

VICTORIA was created with the aim of leading a new category of leisure and entertainment, sports betting, and is the only company licensed to operate in the three Spanish regions that the law currently allows: Madrid, the Basque Country and Navarra.

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