



PRESS RELEASE

Codere renews company logo, increasing visibility

CODERE UPGRADES ITS CORPORATE BRAND

- With the new brand *restyling* achieved by adapting the identity of the company with the times and a constantly evolving industry.
- The new design will be phased in during 2013.



Madrid, 22 April 2013. The CODERE Group, a leading Spanish multinational in the private gaming sector which is listed on Madrid Stock Exchange, today announced the decision to update and revitalize the corporate brand through a fresh and dynamic image that evolves, bringing the visual identity of CODERE close to the new stage that international gaming is going through, while retaining its essence and authenticity.

The CODERE brand, a reference to an International Group

Revitalizing and modernizing the image of the various businesses around the world under the "CODERE" brand, respecting the trademarks of the Group, has been one of the main objectives for the development of the new identity, more dynamic and in line with the new situation of the industry. Thus, CODERE will be present in all countries where it operates as an *umbrella* strengthening the local brands and acting as a unifying link for all operations.

The new corporate logo was updated to adapt over time, maintaining and modernizing corporate colours and promoting the icon of the "clover", a change that reflects the evolution of the company and prepares for future challenges and opportunities that the international context requires.

The implementation of the new identity will be phased in during 2013 both in Spain and in other countries of the Group.

The CODERE Group

CODERE is a Spanish multinational group and a key player in the private gaming sector in Europe -- Spain and Italy-- and Latin America -- Argentina, Brazil, Colombia, Mexico, Panama and Uruguay. The Company is listed on the Spanish Stock Exchange and manages 56,474 gaming machines, 186 gaming halls, 1,379 sports betting points, participates in the management of 3 horse racetracks and develops online games in Italy, where it holds the appropriate licenses.

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