



PRESS RELEASE

This awards contest, organized by the IE Business School, is sponsored by the CODERE Foundation and the CAF-Latin American Development Bank with the support of Spanish-language CNN and the Colombian “EL TIEMPO” Publishing House.

El Cronista, O Globo, Istoé Dinheiro and El Financiero, are the winners of IE BUSINESS SCHOOL's

II Latin American Economics Journalism Award

- **EL CRONISTA** (Argentina), an economic daily, won first prize for the best article in the Daily Press Category with “Conquistar la base de la pirámide” by journalist Maria Gabriela Ensínck.
- **O GLOBO** (Brazil), a Rio de Janeiro daily, was awarded an honorable mention in the Daily Press Category with “A nova economia das favelas” by economics journalist Miriam Leitão in conjunction with Valeria Maniero.
- **ISTOÉ DINHEIRO** (Brazil), a São Paulo economics journal, won first prize for the best article in the Non-Daily Press Category with “O país das start-ups” by journalist Bruno Galo.
- **EL FINANCIERO** (Costa Rica) was awarded an honorable mention in the Non-Daily Press Category for “Sortear un camino lleno de piedras” by journalist Ana Cristina Camacho.
- **EL COMERCIO** (Peru) and **REVISTA ENTREPRENEUR MEXICO** (Mexican Edition) were awarded the Special Non-Daily and Daily Media Award for its coverage of economics and its promotion of entrepreneurship.
- The awards ceremony will be held on June 27th in Bogota, Colombia. The prize money for this award totals, 17,000 dollars, plus the special CODERE Foundation Award totaling 3,500 dollars.

Madrid, 23 May 2012. The CODERE Foundation, an organization devoted to organizing activities focusing on the study, analysis, regulatory furtherment and evolution of the gaming industry, sponsors the II LATIN AMERICAN ECONOMICS JOURNALISM AWARD organized by the IE BUSINESS SCHOOL in recognition of the quality of Latin America's economics journalists and their role in fostering governability.

Following the success of the first edition in conjunction with IE BUSINESS SCHOOL and the CODERE Foundation, this Award is also now being sponsored by the CAF (Corporación Andina de Fomento) in collaboration with Spanish-language CNN as the international media partner and the El Tiempo Publishing House as the local media partner in Colombia, the host country for the awards ceremony.

“Conquistar la base de la pirámide” published in the Argentina's EL CRONISTA daily paper by journalist Maria Gabriela Ensínck was awarded the IE Business School's II Latin American Economics Journalism Award by the Panel of Judges as the “Best Article in the Daily Press Category” due to its showcasing, with data and narrative style, the economic opportunities and innovation which the businesses focusing on Latin America's most underprivileged classes can generate by combining solidarity with profitability.



The award for the “Best Article in the Non-Daily Category” went to “O país das start-ups” by journalist Bruno Galo published in Brazilian journal ISTOÉ DINHEIRO, explaining how Brazil’s technological market is managing to attract entrepreneurs and technological talent from around the world, a phenomenon unknown to this region for many decades.

The panel of judges of the II Journalism Awards is comprised of executives from the institutions organizing this awards contest: IE BUSINESS SCHOOL, CAF and the CODERE Foundation, as well as leading figures from the world of journalism and the media from Clarín, CNN, the Wall Street Journal, GDA or the Miami Herald; from companies such as IBERIA and GOOGLE and from regional institutions such as the Organization of American States.

The panel of judges has also highlighted and awarded honorable mentions to the articles “A nova economia das favelas” by economics journalists Miriam Leitão and Valeria Maniero, published in the Brazilian daily O GLOBO, as well as “Sortear un camino lleno de piedras” by the journalist Ana Cristina Camacho, published in Costa Rica’s EL FINANCIERO, respectively in the daily and non-daily categories.

Special awards to Peru’s EL COMERCIO and Mexico’s SOY ENTREPRENEUR

The II ECONOMICS JOURNALISM AWARD has also been outstanding due to the work of two media companies fostering the economics and entrepreneurship-related culture in Latin America.

The Peruvian daily EL COMERCIO, in the Daily Media Category, for developing a paper covering general news. This Lima daily currently has three economics weeklies of different focuses (PORTAFOLIO, MI EMPRESA and DIA 1) and a wide-ranging daily economics section. A unique deployment among daily press media worldwide, which fosters and nurtures the economic and social development Peru is currently experiencing.

REVISTA ENTREPRENEUR MEXICO, Mexican edition, for the constant, innovative promotion of entrepreneurship and its commitment to innovative, social economics projects, with a readily-comprehensible, pleasant style capable of taking it to the broadest-ranging strata of society thanks to well-developed, detailed, practical information.

Awards ceremony on June 27th in Bogota

More than 310 articles, reports, interviews and other information formats from more than 180 Latin American media signed by 145 Latin American economics journalists have taken part in the IE BUSINESS SCHOOL II Latin American Economics Journalism Award endowed with 13,000 euros (approx. 17,000 dollars) in prize money to be attended by professionals from throughout the entire region of Latin America.

The Awards Ceremony will be held this coming June 27th in Bogota and will be attended by the winners and leading Latin American and Colombian economists, politicians and businessmen.



About IE Business School

IE Business School trains leaders for promoting innovation and change in organizations, executive entrepreneurs for creating jobs, wealth and social welfare. Recognized as one of the leading business schools in the world, IE has a city campus in Madrid and a faculty totaling more than 450 teachers currently teaching students from 91 countries in master's, doctorate and executive education programs.

IE BUSINESS SCHOOL has recently been distinguished by Financial Times as the school with the 8th best MBA in the world and the 3rd best in Europe. Others rankings by the Wall Street Journal, Forbes, The Economist or América Economía have consistently placed IE BUSINESS SCHOOL among the top 10 business schools worldwide.

IE students employ innovative online and classroom learning methodologies and have the benefit of the school's network of communities comprised of 42,000 graduates holding decision-making positions in over 106 countries.

CODERE Foundation

The CODERE Foundation is a not-for-profit organization created for the purpose of structuring and organizing activities focusing on the study, analysis, evaluation, regulatory furtherment and evolution of the gaming industry.

About CAF

CAF- Latin American Development Bank- has the mission of promoting sustainable development and regional integration through the funding of projects in the public and private sectors, providing technical cooperation and other specialized services. Founded in 1970 and currently comprised of 18 countries (16 Latin American and Caribbean, in conjunction with Spain and Portugal) and 14 private banks, CAF is one of the leading sources of multilateral funding and a major generator of knowledge for this region. For more information: www.caf.com.

The CODERE Group

CODERE is a benchmarking Spanish multinational in the private gaming industry in Europe and Latin America, employs more than 20,000 people, is listed on the Spanish Stock Market and manages over 55,000 gaming stations, 186 bingo halls, 3 race tracks and 898 wagering points in Argentina, Brazil, Colombia, Spain, Italy, Mexico, Panama and Uruguay and operates online gaming in Italy, where it holds valid licenses for this purpose.

Communication Manager's Office

comunicacion@codere.com

Tel.- +34 91 354 28 26

For more information: <http://www.codere.com>