



PRESS RELEASE

Pre-game for the Hércules-Elche Derby

TRADITIONAL FACE-OFF BETWEEN THE PRESIDENTS UNDER THE AUSPICES OF CODERE APUESTAS

24 January 2013.- On the occasion of the classic local derby on Saturday 26 January between Elche C.F. and Hércules de Alicante C.F., **José Sepulcre, president of the Elche organization and Jesús García Pitarch, president of the Alicante club**, appeared yesterday in the traditional pre-game press conference of the presidents.

During the encounter, held at the Martínez Valero stadium, both Presidents expressed their satisfaction for once again meeting face to face and stressed the importance of such meetings for the fans of both teams, appealing to fairness and mutual respect among followers.

Pablo Baquera, director of marketing for Codere Apuestas, sponsor of both clubs, wanted to emphasize that *"this is the first time that the company sponsors two teams that share such a marked rivalry as that of Hércules and Elche within a single province."*

These two sponsorships represent one of Codere Apuestas' top initiatives in the province of Alicante and the Valencia region. *"It is a pleasure to participate as a sponsor in a derby of this nature"*, said Baquera, *"an event that has special significance in the world of gaming because the consumers live it very intensely"*, he added.



Caption (handshake): from left to right José Sepulcre, president of Elche C.F. and Jesús García-Pitarch, president of Hércules de Alicante C.F.

Photo caption (with jerseys): from left to right Jesús García Pitarch, president of Hércules de Alicante C.F., Pablo Baquera, Marketing Director of Codere Apuestas and José Sepulcre, president of Elche C.F.

The 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 AWP machines, 186 gaming halls, 3 horse racetracks and 1,300 sports betting shops in Argentina, Brazil, Colombia, Italy, Mexico, Panama, Spain and Uruguay. In Italy the Group also offers online gaming under the appropriate licenses.

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