

PRESS RELEASE

ÉPOCA NEGOCIOS (BRAZIL) AND THE IECO SUPPLEMENT OF CLARÍN (ARGENTINA), WINNERS OF THE FIRST LATIN AMERICAN ECONOMIC JOURNALISM PRIZE OF THE IE BUSINESS SCHOOL

- The report “*Negócios movidos a Ideias*” by the journalists Rafael Barifouse and Raquel Salgado published in the magazine EPOCA NEGOCIOS of Brazil has won the First Latin American Economic Journalism Prize IE BUSINESS SCHOOL.
- The supplement IECO of Clarín in Argentina won the award for best economic publication in the region in this first edition of the awards.
- The runner-up prize of the CODERE Foundation goes to the editorial area of the Mexican Institute of Finance Executives, an institution that deals with the gaming sector in Mexico through its magazine *Ejecutivos de Finanzas*.
- More than 300 articles in 200 media outlets and more than 150 journalists participated in the contest, which is sponsored by the CODERE Foundation with the collaboration of *Yahoo en Español*.
- The award ceremony will be held on the 16th of June in Mexico City. The prize is endowed with 10,000 euros and the runner-up prize of the CODERE Foundation with 2,500 euros.

Madrid/Mexico City, June 1, 2011. The report “Negócios movidos a Ideias” by the journalists Rafael Barifouse and Raquel Salgado in the magazine EPOCA NEGOCIOS in Brazil in December 2010 has won the **Latin American Economic Journalism Prize IE BUSINESS SCHOOL** in the first edition of the awards.

The in-depth analysis of the ecosystem of the creative economy in Brazil, the large number of sources used and the social dissemination of ideas and creativity as a decisive factor in increasing the value added in the Latin American economy are elements that distinguished this year’s winning article.

For its part, the IECO supplement of the Argentine daily CLARIN has been named the most important publication in the dissemination of economic culture in the social bases, the breadth of issues addressed and the approach aimed at the broad public.

The runner-up prize of the CODERE Foundation goes to the Mexican Institute of Finance Executives (IMEF). Through its magazine *Ejecutivos de Finanzas* it has analyzed the gaming sector in Mexico, where CODERE has implemented a social responsibility policy based on responsible gaming.

The results will be published within a few hours on the official website of the awards: <http://premioperiodismo.ie.edu/>

Awards ceremony on the 16th of June in Mexico City

The awards will be given out on Thursday, the 16th of June, 2011 in the Banamex Center. Among other figures, the event will be attended by Santiago Iñiguez, President of IE University and dean of IE BUSINESS SCHOOL, José Ignacio Cases Méndez, Vice-President of the CODERE Foundation and Beatrice Rangel, Presidente of CODERE Mexico.

In the words of **Santiago Iñiguez, President of IE UNIVERSITY and dean of IE BUSINESS SCHOOL**, “The award is a recognition of the role of the media in disseminating economic culture in Latin American society. Grassroots work in economic culture is essential at this stage of the region's development. If a broad base of society can understand the fundamentals of the economy and markets, in addition to factors like entrepreneurship and innovation which bring greater progress and prosperity, Latin America will have many years of growth ahead of it. And the mass media is crucial in this process.”

For his part, **José Ignacio Cases of the CODERE Foundation** stated that the runner-up prize “gave special recognition to publications that promote the responsible gaming industry and healthy recreation.”

More than 300 participants and prestigious award panel

Nearly 300 articles, media reports, interviews and other journalism formats in more than 200 mass media outlets in the region by 150 leading economics journalists were presented in the first edition of the award by professionals from nearly all the Latin American countries.

The award panel that will make the final decision is composed of highly prestigious journalists with experience in international media like CNN, FT, *Búsqueda*, as well as the organizer, sponsor and partner in the event, in addition to other important institutions in the region like the Inter-American Press Society (SIP), the Organization of American States (OAS) or the Andean Development Corporation (ADC).

The award is supported by the CODERE Foundation, a non-profit organization created for the purpose of structuring and coordinating activities focused on the study, analysis, evaluation, regulatory expansion and evolution of the gaming industry.

LIST OF FINALISTS

- **Guerra Declarada** [War Declared]. "Gazeta do Povo". (Brazil) Mario Antonio Campos and others.
- **CO2, el gas que brilla en los mercados** [CO2: the gas that lights up the markets]. "El Panamá América", Panama. Grace Kelly Chi.
- **Rescatistas Urbanos** [Urban Rescuers]. "Revista IN". Chile. Xabiera San Miguel.
- **Efecto Arrastre** [The Coat-Tail Effect]. "El Comercio", Peru. Ricardo Serra Fuertes.
- **El Debate por del Dólar Continúa** [The Dollar Debate Continues]. "El Economista-La Prensa" (El Salvador). Irma Cantizzano y más.
- **Los impuestos legan al fondo del bolsillo** [Taxes Reach Deep into Pockets]. "La Voz del interior", Argentina. Diego Dávila y Paula Martinez
- **Una guía para comprar acciones en la bolsa** [Guide for Buying Shares on the Stock Market]. "El Comercio", Ecuador. Cesar Augusto Sosa and team.
- **Cuál es el código genético de las empresas de Mayor Crecimiento** [What is the Genetic Code of the Fastest Growing Companies?]. "Clarín", Argentina). Damian Kantor y Annabella Quiroga.
- **La Lupa puesta en la inflación** [Spotlight on Inflation]. "El Observador", Uruguay. Manuel Sánchez.
- **Buenos Aires Creativa: el sector innovador crece más que el resto** [The Creative Sector Outgrows the Rest of the Market]. "La nación", Argentina. Emilia Subiza.
- **Gana dinero con tu smartphone** [Earn Money with Your Smartphone]. "Soy Entrepreneur" (México). Luis Gonzalez and Gonzalez.
- **Cine ganga** [Bargain-basement Cinema]. "Expansión-CNN" (México). Regina Moctezuma.
- **La sustentabilidad como oportunidad** [Sustainability as a Business Opportunity]. "Apertura" Argentina. Juliana Monferrán.
- **Salario a medida** [Personalized Salary]. "Dinero" Colombia. Carlos Andrés Vanegas.
- **Negocios movidos a idéias** [Businesses Based on Ideas]. "Epoca Negocios", Brazil. Rafael Barriouse and Raquel Salgado.
- **Industria de capital riesgo urge por reformas radicales en este Mercado** [Venture Capital Sector Calls for Drastic Market Reforms]. "Diario Financiero", Chile. Karen Río/Carmen Mieres.
- **Talento Recompensado** [Talent Rewarded]. "Zero Hora", Brazil. Flavio Ilha.
- **Sistema Financiero. ¿Hacia dónde va?** [Where is the Financial System Headed?]. "Ejecutivos de finanzas", Mexico. Adriana Reyes.
- **Vida a crédito** [Living on Credit]. "Diário do Nordeste", Brazil. Iracema Sales, Fernando Maiai and Samira de Castro.
- **Privatizaciones traerán 4,5 billones** [Privatizations will Yield 4.5 Billion]. "Portafolio" Colombia. Marta Morales.

CODERE Foundation

The CODERE Foundation is a non-profit organization created for the purpose of structuring and coordinating activities focused on the study, analysis, evaluation, regulatory expansion and evolution of the gaming industry.

CODERE Group

CODERE is a leading Spanish multinational company in the private gaming sector in Europe and Latin America. It is listed on the stock exchanges in Spain and it manages more than 54,000 slot machines, 191 bingo halls, 788 betting locations and participates in the management of 3 racetracks in Argentina, Brazil, Colombia, Spain, Italy, Mexico, Panama and Uruguay and it operates online gaming operations in Italy, where it holds valid licenses for this activity.