

PRESS RELEASE

THE IE BUSINESS SCHOOL LAUNCHES THE “1st LATIN AMERICAN ECONOMIC JOURNALISM PRIZE” SPONSORED BY THE CODERE FOUNDATION

- The award highlights the significance of the media in the dissemination of business culture and its contribution to society.
- The first prize for the best journalistic work will be endowed with 10,000 euros. In addition, the CODERE Foundation will grant a 2,500-euro runner-up award to the best work on “Innovation in the Entertainment, Leisure and Tourism Industry”.
- The deadline for the submission of original works is the end of March 2011.

Madrid, 24 January 2010. The CODERE Foundation, an organisation which articulates activities aimed at the study, analysis, development of regulations and standards and the progress of the gaming industry, is supporting the 1st LATIN AMERICAN ECONOMIC JOURNALISM PRIZE organised by the IE BUSINESS SCHOOL in recognition of the work for the dissemination of business culture in the media (written press, magazines, blogs, websites, radio or television).

In this first edition of the award, particular priority will be given to projects relating to “innovation”, considering the relevance being attained by reports of this kind in the media, as a reflection of the drive of business and business culture in Latin American society.

The 1st LATIN AMERICAN ECONOMIC JOURNALISM PRIZE, endowed with 10,000 euros, will reward the best piece of journalism in this field and will acknowledge the work of regional media, on any support, for their efforts in the dissemination of economic information. Likewise, the CODERE Foundation will present a runner-up award of 2,500 euros to the best journalistic work on “Innovation in the Entertainment, Leisure and Tourism Industry”.

The jury

The composition of the jury features prominent figures in the business world and the Public Administration, as well as outstanding professionals in the academic and journalistic environment. The participation of Santiago Íñiguez de Onzoño, President of the IE Business School, as the chairman of the jury, stands out together with that of José Ignacio Cases, Vice President of the CODERE Foundation, and Dolores Pujol, Head of Editorial for Argentina of

Yahoo!, as sponsor and collaborator, respectively. Other members of the jury include the entities, OAS (Organisation of American States) and CAF (Andean Development Confederation), with the Inter American Press Association, the Financial Times and CNN representing the media.

The award decision will be made public at an event to be held in May 2011.

Participation details

The prize organisers will accept all journalistic works published between 1 July 2010 and 28 February 2011.

The material may be sent by electronic mail through the website: <http://premioperiodismo.ie.edu>, or physically by submission to the Office of the 1st LATIN AMERICAN ECONOMIC JOURNALISM PRIZE - IE BUSINESS SCHOOL- at Calle Pinar 7 Bajo, 28006. Madrid (Spain), up to the end of March 2011. No entries will be accepted after the deadline.

About the IE Business School

Founded in 1973, the IE Business School is one of the top business schools in the world and is recognised for its markedly innovative and enterprising focus. The business school, with delegations on the 5 continents, has a teaching staff of 400 professors offering courses to students from 88 countries in masters, doctoral and executive education programmes.

The CODERE Foundation

The CODERE Foundation is a non-profit organisation created for the purpose of structuring and articulating activities aimed at the study, analysis, evaluation, development of regulations and standards and the progress of the gaming industry.

The CODERE Group

CODERE is a Spanish multinational, a benchmark company in the private gaming sector in Europe and Latin America, which manages more than 53,125 recreational machines, 127 bingo halls, 415 sports betting points, 13 casinos and participates in the management of 3 racetracks in Argentina, Brazil, Colombia, Spain, Italy, Mexico, Panama and Uruguay

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