

Bogota hosts IE BUSINESS SCHOOL'S II LATIN AMERICAN ECONOMIC JOURNALISM AWARDS CEREMONY

- The Awards Ceremony for the second edition of Latin America's most important journalism contest will be held at 7:00 p.m. at the JW Marriot Hotel in Bogota, Columbia this coming June 27th.
- Presiding this even will be Columbia's Ministry of Finance, Dr. Juan Carlos Echeverry with the participation of the President of the Columbia Stock Exchange, Dr. Juan Pablo Córdoba; the Vice-President of the CAF-Latin American Development Bank, Dr. Luis Enrique Berrizbeitia; IE Business School dean and IE University Chancellor, Dr. Santiago Iñiguez and the CODERE Foundation's Executive Vice-President, Mr. José Ignacio Cases.
- The seven awards for the Second Edition totaling 13,000 euros (around 17,000 dollars) in prize money will be presented to the winners at the ceremony along with sculptures by Spanish artist Miguel Panadero.
- This Contest is sponsored by CAF-Latin American Development Bank and the CODERE Foundation.

Madrid, 21 June 2012. This coming Wednesday, June 27th, the IE BUSINESS SCHOOL's II LATIN AMERICAN ECONOMIC JOURNALISM AWARDS CEREMONY will be held at the JW Marriot Hotel in Bogota, Columbia, over 300 articles of outstanding quality having been submitted to this edition.

In addition to being attended by journalists from throughout Latin America and the winners of this Second Edition, the ceremony will be presided by the Ministry of Finance of the Republic of Colombia, Dr. Juan Carlos Echeverry, with the participation of the President of Colombia's Stock Exchange, Mr. Juan Pablo Córdoba, the Vice-President of the CAD- Latin American Development Bank, Dr. Luis Enrique Berrizbeitia, IE Business School dean and IE University Chancellor, Dr. Santiago Iñiguez and the CODERE Foundation's Executive Vice-President, Mr. José Ignacio Cases. Gabriela Frías, anchorwoman for the prestigious Spanish-language CNN television channel will be emceeing the ceremony.

After the success of the first edition, which culminated in a ceremony in Mexico City, this second edition of the IE BUSINESS SCHOOL LATIN AMERICAN ECONOMIC JOURNALISM AWARD has surpassed the level of participation and number of participants, having established itself as the most well-known Contest in Latin America in the field of economic journalism and the one to which the largest number of entries are submitted.

Seven 2012 Winners

"Conquistar la base de la pirámide" published in the EL CRONISTA daily newspaper in Argentina by journalist María Gabriela Ensínck, was the winner of the "Best Article in the Daily Press Category". The "Best Article in the Non-Daily Press Category" went to *"O país das start-ups"* written by journalist Bruno Galo and published in the ISTOÉ DINHEIRO journal in Brazil.

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

The CODERE Foundation honorable mention will go to journalist Kathy García from Columbia's La República daily paper for her article "*Chic Experience, una apuesta al turismo de lujo en Bogotá y Cartagena*", published on February 21, 2012.

The panel of judges for the II EDITION of the JOURNALISM AWARD was comprised of executives from the entities organizing this contest; IE BUSINESS SCHOOL, CAF-Latin American Development Bank and the CODERE FOUNDATION, as well as leading figures from the journalism and communications world from CLARÍN, CNN, WALL STREET JOURNAL, GDA and the MIAMI HERALD, companies such as IBERIA and GOOGLE and regional institutions such as the Organization of American States.

The II ECONOMIC JOURNALISM AWARD has similarly highlighted the work of two media endeavors for their work in promoting enterprising and economic culture in Latin America: EL COMERCIO in Peru in the daily media category for developing a general-style daily paper, and the REVISTA ENTREPRENEUR MEXICO for the constant innovative promotion of entrepreneurial development and its commitment to innovative, social economic projects.

More than 300 articles, reports, interviews and other information formats written by 145 Latin American economic journalists were submitted to this edition by over 180 Latin American media enterprises.

About IE Business School

IE Business School trains leaders for fostering innovation and change in the organizations, business executives who generate employment, wealth and social well-being. Recognized as one of the world's leading business schools, IE has a city campus in Madrid and a faculty of more than 450 professors currently teaching students in 91 countries in the master's, doctorate and executive education programs.

Recently, IE BUSINESS SCHOOL was distinguished by Financial Times as the school with the 8th best MBS in the world and the 3rd best in Europe. Other rankings in the Wall Street Journal, Forbes, The Economist and América Economía have consistently ranked it among the top 10 business schools in the world. IE students employ innovative online and in-classroom learning methodologies and have the benefit of the School's communities network comprised of 42,000 graduate students holding

About CAF

CAF – Latin American Development Bank has the mission of stimulating sustainable development and regional integration by financing projects in the public and private sectors, and providing technical cooperation and other specialized services. Founded in 1970 and currently with 18 member countries from Latin America, the Caribbean and Europe along with 14 private banks, CAF is one of the main sources of multilateral financing and an important generator of knowledge for the region. More information at www.caf.com.

About the CODERE Foundation

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

The CODERE Group

CODERE is a benchmarking Spanish multinational in the private gaming sector in Europe and Latin America, with more than 20,000 employees, listed on the Spanish Stock Exchange and managing more than 55,000 gaming terminals, 186 gaming halls, 3 horseracing tracks and 898 wagering points in Argentina, Brazil, Colombia, Spain, Italy, Mexico, Panama and Uruguay, also providing gaming via Internet in Italy, where it holds the pertinent required permits.

Media Relations Manager

comunicacion@codere.com

Tel.: + (34) 91 354 28 26

NOTE: For more information: www.codere.com