

## THE CAMPAIGN "**EL GOLAZO DE CODERE APUESTAS**" PROMOTES TRUE PASSION FOR SPORTS USING THE SOCIAL NETWORKS

- CODERE Apuestas - official sponsor of Hercules Alicante F.C. and Elche F.C. football clubs promotes a true passion for the sport and the spirit of competition among the teams' fans.
- Attractive prizes such as match tickets, enjoying the game from a box seat or a cash prize after kicking a goal at halftime, were some of the main awards of the "**golazo**" campaign, which was a huge success with more than 75,000 followers on the social networks

**Alicante, 15 April 2013.** CODERE Apuestas successfully closed the campaign "**El Golazo de CODERE Apuestas**", an attractive action that has allowed individual fans and fan clubs of **Hercules Alicante and Elche football clubs** to live the emotion of the sport through sweepstakes, contests attempting to kick a goal at halftime, organized by the company through the social networks. The campaign had about 75,000 followers on Facebook and involved nearly 60,000 fans of both teams.

*"El Golazo", which began on 17 February with the match Hércules CF - Villarreal and has continued throughout the various matches of the teams in the Adelante League, has allowed fans and participating partners to attempt to score a goal from the field in front of all the fans, get match tickets or a VIP box, and even receive cash prizes.*

In the words of Paul Baquera, Marketing Manager of CODERE Apuestas: *"We are very pleased with the great response from fans of Hercules and Elche to this action, uniting a passion for the sport with the excitement of sports betting. We will continue to implement new and exciting activities in coming months to share with the fans of both clubs. "*

The campaign was launched across the web and the Facebook pages of the clubs, as well as through the CODERE Apuestas Facebook channel, in addition to using screens and terminals in the betting shops and in the stadiums during the matches.

### **A season of support for football**

In November 2012, CODERE signed a sponsorship agreement with the football clubs, **Hercules de Alicante** and **Elche**, for the 2012-2013 season, promoting the brand image of CODERE Apuestas in the Levante area. The Company began its expansion of sports betting in Valencia in June 2012 and current plans call for a total of 700 betting locations and nearly 70 gaming facilities.

### **The CODERE Group**

CODERE is a Spanish multinational group and a key player in the private gaming sector in Europe and Latin America and is listed on the Spanish Stock Exchange. Overall the Group manages more than 56,474 gaming machines, 186 gaming halls, 1,379 sports betting shops and participates in the management and operation of 3 horse racetracks, with a presence in Argentina, Brazil, Colombia, Italy, Mexico, Panama, Spain and Uruguay. In Italy and Spain the Group also offers online gambling under the appropriate license in said countries.

**NOTE:** More information, [www.codere.com](http://www.codere.com)