

A new Poker Room, bingo, sports betting, lounge bar: CANOE sets a new benchmark and stands out for its emphasis on a multi-gaming and entertainment offer for all audiences

- **Carolina Cerezuela and Carlos Moya, accompanied by prestigious international poker players, inaugurate the new CANOE Poker Room**
- **The sports betting offered makes CANOE a unique sporting experience.**
- **Demand for a multi-product space has led CANOE to bet on entertainment, the fun of gambling and much more**

Madrid, 29 September 2011 CANOE, the largest gambling hall in Spain, is a landmark in the city of Madrid and now a different place for all audiences. For this reason, Carlos Moya and Carolina Cerezuela, a couple representing youth, emotion, passion and sport, wanted to be ambassadors of a brilliant night that demonstrated that CANOE is more than anyone would imagine.

With a 33 year history since opening in 1978, CANOE is an island of joy in the heart of Madrid. Every year nearly half a million people come looking to enjoy a nice and fun time, either to play or just relax in the lounge bar with friends.



Although bingo is still the leisure activity responsible for the largest influx of people at CANOE, there is increasing demand for multi-game products such as AWP machines, VICTORIA sports betting, multi-bet machines and videobingo, which are continuously attracting new consumers.

In 2011 CANOE wants to continue betting on fun and leisure. For this reason, CANOE has installed two multiplayer poker tables, three roulette tables and a blackjack table, all in electronic format. Carolina Cerezuela and Carlos Moya were in charge of the inauguration of the new CANOE Poker Room in the company of some top international poker players like Oscar "La Púa" Blanco and Oscar García Pelayo. With the increasing popularity of this game among young people in the past year, it is expected that thousands of people will stop by these tables every year.

In her presentation to the media, Carolina Cerezuela said that "now I know why the difference is in CANOE. You get a particular idea of what CANOE is like, but when you get to know this place you realize how wrong you were. CANOE is much more than gambling: it is fun, a different experience, emotion and, above all, a unique place in Madrid. It's more than you imagined."

In addition, Carolina Cerezuela and Carlos Moya did not hesitate to once again visit Spain's most prominent bingo hall and they headed up some very special bingo games in which they were the stars calling out the numbers. "There is no doubt that this is the largest bingo hall in Spain and the atmosphere is fun and enjoyable. We've never had the chance to call out the numbers in bingo and wait for the moment when someone in the room shouts "bingo"; it's an exciting experience" said Carolina.

CANOE's new Poker Room.

In a bid to offer diversified leisure and entertainment aimed at an increasingly younger audience, CANOE has installed a new Poker Room: a new meeting point with an internationally known name where you can enjoy a perfect environment, for gambling, dinning and leisure.

Carolina Cerezuela and Carlos Moya were in charge of launching the 2 electronic multiplayer tables, ensuring that "the new Poker Room brings this iconic bingo hall into the present and the future, especially now that the popularity of poker has grown so much over recent years, particularly among a younger audience."

CANOE offers a variety of No-limit Texas Hold'em Poker, the best known and internationally widespread form of poker in recent years. The operation is very basic: 2 poker tables for a total of 18 places for customers. To start playing, the person must invest €20 knowing that he or she has the chance to win an estimated minimum of €200. There are many people who daily come to visit the 2 multi-game tables and the most highly valued game is live, face to face play without having to provide any personal or banking information.

"I like the change I've seen at CANOE. It is not just a gambling hall, but much more. It is perfectly understandable that the environment is getting younger because the environment is friendly, fun and the gaming and entertainment options are immense", said Carolina Cerezuela.

New sports betting. Spaniards prefer football.

In their enthusiasm to offer fun and entertainment for a diverse public, CANOE offers the possibility to enjoy the passion and emotion of sports through VICTORIA sports betting. The spirit of challenge and triumph is the essence of VICTORIA sports betting and customers have the opportunity to challenge themselves and others through a reliable, intelligent and exciting leisure service.

Since its inception in 2007, VICTORIA sports betting has been collecting some interesting data about the preferences of Spanish betters. For example, the sport of choice for customers, so far, is football. Greyhound and horse racing, which are characterized by the possibility of winning a prize in just a couple of minutes, follow closely in consumer preferences and tennis and basketball are the following sports for those who prefer to bet and enjoy the game at VICTORIA sports betting.



Carlos Moya, a retired former World No. 1 tennis player from Spain (1999), stated that "if you seek to live sports with passion and emotion, this is the place and this is the form. It has been a pleasant surprise to learn that CANOE can be a fun time, enjoying good sports." In addition, with a nod to his favourite sport, he smiled saying that "my only hope is that tennis will move up the ranks. In my experience, I know that there is nothing more exciting than

watching a live tennis match, surrounded by friends and the tension of wondering if your bet will win."

At VICTORIA sports betting there is a team of professionals who are dedicated exclusively to selecting the best sporting events and attractions for the public. You can bet on all types of sports: football, basketball, cycling, MotoGP, horse racing, greyhound racing, etc...., and all major sporting events taking place each season, including: the Champions League, F1 Grand Prix, etc.

About CANOE. More than you imagined

Although bingo is still the leisure activity responsible for the largest influx of people at CANOE, there is increasing demand for multi-game products such as AWP machines, VICTORIA sports betting, multi-bet machines and videobingo, which are continuously attracting new consumers. The intense activity in the rooms, along with the exciting prize opportunities and the wide range of restaurants, complete CANOE's leisure proposal in the centre of Madrid (Paseo de la Castellana, 93)

About VICTORIA APUESTAS DEPORTIVAS

VICTORIA Apuestas® was founded in 2007. It is the only gaming operator active in the 5 regions in Spain authorized to offer sports betting. VICTORIA sports betting has the widest range of bets, with a wide variety of sports with a large number of possible combinations.

The Group CODERE

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 54,600 AWP machines, 191 bingo halls, 813 sports betting locations and participates in the management and operation of 3 horse racetracks in Argentina, Brazil, Colombia, Spain, Italy, Mexico, Panama and Uruguay. In Italy the Group also offers online gambling under the appropriate license in said country.