

FUNDACIÓN CODERE SPONSORS THE SEMINAR “BASQUE SOCIETY AND SPORTS BETTING” AT DEUSTO UNIVERSITY

- **Representatives of the Basque government and Deusto University, experts in the gaming sector and executives from VICTORIA will analyse the state of development of sports betting in the Basque Country.**

Bilbao, 30 October 2008. Continuing in its relentless drive to promote reflection, debate and research into the gaming sector, *Fundación CODERE* is sponsoring a seminar titled *"Basque Society and Sports Betting"* in collaboration with the Leisure Studies Institute at Deusto University, to be held on the 29th and 30th of September in Bilbao.

The seminar will take an in-depth look at both the financial and social aspects of the emerging business of sports betting, focusing on the situation and outlook for the industry in the Basque and Madrid markets, the two regions of Spain that are true pioneers in the gaming sector.

Mr. Aitor Uriarte Unzu, the Director of Gambling and Entertainment for the Regional Ministry of the Interior of the Basque Country, inaugurated the seminar and highlighted *"the important role of the Government in the gambling business as, on the one hand, a promoter and coordinator of the activity, and, on the other, as a safeguard for consumers and users."*

Also during the opening ceremonies, Mr. José Ignacio Cases Méndez, Vice Chairman of the CODERE Foundation spoke of *"the firm desire of Fundación CODERE to continue enable a better understanding of the gaming sector by the public through an interdisciplinary approach and reinforcing responsible gambling which is a key aspect of the corporate social responsibility duties of all companies in the sector."*

With the imminent inauguration of the first VICTORIA sports betting establishments in the Basque Country, Mr. Jaime Estalella Carvajal, member of the Board of Directors of GARAIPEN VICTORIA APUSTUAK commented on *"The enthusiasm of everyone at VICTORIA as they prepare to launch their activities in Euskadi with the opening of the first 60 sales points where customers can make their sports bets."*

Experts in sociology, law, economics and gaming shared their views on the reality and future of sports betting establishments. Other subjects covered included leisure activities in today's society, betting on jai-alai, problems of gambling and the legal framework for on-line gambling.

**The CODERE Foundation**

Fundación CODERE is a not-for-profit organisation created to promote and sponsor the study, analysis, evaluation, regulatory framework and evolution of the gaming industry.

The CODERE Group

Codere is a Spanish multinational group and a key player in the private gaming sector in Europe and Latin America. Overall the Group manages more than 53,500 AWP (Amusement with Prize) machines, 133 bingo halls, 68 sports betting shops, 3 horse racetracks and 5 casinos in Spain, Italy, Argentina, Brazil, Colombia, Mexico, Panama and Uruguay.

VICTORIA

VICTORIA was created with the mission to become the industry leader in a leisure and entertainment activity that is new to Spain: sports betting establishments. VICTORIA is the brand name for the joint venture by the two multinational leaders in their respective categories: the Spanish CODERE, a key player in the private gaming sector in Europe and Latin America, and the British William Hill, one of the world's most recognised names in the gaming sector. VICTORIA holds licenses to operate in the Autonomous Community of Madrid and the Basque Country, the only two regions of Spain that currently allow for this type of gambling.

Communications Management

comunicacion@codere.com

Tel. +34 91 354 28 26