



The prize is sponsored by CAF – Development Bank of Latin America, and the Codere Foundation, and enjoys the support of CNN en Español, Cinco Dias, Air France and Casa de América

El Nuevo Día, La Republica, América Economía and Pequeñas Empresas and Grandes Negocios, winners of the third edition of the IE Business School Prize for Economic Journalism in Latin America

- **EL NUEVO DIA (Puerto Rico)** wins the prize for the best article in the daily press category with an article about the region's shipping industry by journalist Joanisabel González, published in its Sunday business supplement.
- **LA REPUBLICA (Colombia)**, is the runner up in the daily press category with an article about peace-based profits by journalist Rogelio Vélez Mendoza.
- **AMERICA ECONOMIA (Chile)**, wins the prize for the best article in the non-daily press category with a piece headed "Thanks for smoking" by journalists Carlos Tromben and Loreto Urbina.
- **PEQUEÑAS EMPRESA GRANDES NEGOCIOS (Brazil)** is the runner up in the non-daily press category with an article headed "The Creativity of Money" by journalist Marisa Adán Gil.
- News agency **NOTIMEX (Mexico)** and magazine **APERTURA (Argentina)**, received the special prize for the best daily and non-daily press publications for economic coverage. The **CODERE** Foundation also awarded the Milenio group a runners up prize for an article on innovation in the entertainment industry by Jesús Rangel.
- **Casa de América, Cinco Dias and AIR FRANCE KLM** also provided their support as collaborators in this third edition of the **IE BUSINESS SCHOOL Prize for Economic Journalism in Latin America**

Madrid, May 28, 2013. An article about Puerto Rico's shipping industry written by journalist Joanisabel González and published in Puerto Rican daily EL NUEVO DIA has been awarded the IE BUSINESS SCHOOL Prize for Economic Journalism in Latin America as the best article in the daily press category. The article stood out for its narrative style, handling of sources, and its research into the lack of competition in a sector and its effects on the economy.

The prize for the best article in the non-daily press category went to an article headed "Thank You for Smoking" by journalists Carlos Trombem and Loreto Urbina, published in AMERICA ECONOMIA magazine, based in Chile with local editions in Mexico, Peru, Ecuador and Brazil. The article examined the tobacco market and its economic impact and tax treatment.



The judges panel for this year's prize comprised executives from sponsors and partners of the competition, IE BUSINESS SCHOOL, CAF and the CODERE Foundation, as well as representatives from the world of journalism and communication like El Comercio, CNN, Financial Times, and Wall Street Journal, and regional institutions like the OAS-Organization of American States.

The judges panel also awarded prizes for runners up in the categories of daily press and non-daily press. These comprised an article on peace-based profits by journalist Rogelio Velez, published in Colombian daily LA REPUBLICA, and an article headed "The Creativity of Money" by journalist Marisa Adán Gil published in PEQUEÑAS EMPRESAS, GRANDES NEGOCIOS in Brazil, respectively.

The CODERE Foundation awarded a prize for an article about innovation in the entertainment, leisure and tourism business by Jesús Rangel of the MILENIO group. Rangel's work in the daily and weekly media has addressed key issues in Mexico's gambling industry, including the battle against illegal operators and resulting irregularities.

SPECIAL MENTIONS FOR NOTIMEX (MEXICO) and APERTURA (ARGENTINA)

The third edition of the IE Business School Prize for Economic Journalism in Latin America reserved a special mention for the work of two media publications on the promotion of the economic and entrepreneurial culture in Latin America.

NOTIMEX, based in Mexico, received a special mention in the daily press category for its broad coverage of economic issues, not only in the daily press but also in major economic forums. Said coverage is not only in Mexico, but also extended throughout the Latin American region, North America and Europe, thanks to its office network. In 2012 it distributed over 10,000 press notes and photographs covering economic and socio-economic issues to its 420 media clients, with 25 journalists dedicated exclusively to covering the economy and further journalists covering the economy on a sporadic basis.

APERTURA, and Argentina-based economy magazine, which this year is celebrating 30 years in the media business, was given a special mention for its work in the distribution of economic information and its contribution to the development of the business fabric in Argentina.

SUPPORT FROM CINCO DIAS, CASA DE AMERICA AND AIR FRANCE KLM

The prizegiving ceremony of this year's edition of the IE BUSINESS SCHOOL Prize for Economic Journalism in Latin America will be held on June 20 at the Madrid headquarters of Casa de América, which has played an active role in the competition. Leading Spanish business daily Cinco Dias is the Spanish media organization associated with the competition and AIR FRANCE KLM is its official airline group.

Large number of entries

Entries in this year's edition of the IE BUSINESS SCHOOL Prize for Economic Journalism, which awarded prizes totaling \$13,000, comprised some 300 articles, reports, interviews and other media formats, provided by 130 leading economic journalists working with over 150 media in the Latin America region.



The prizes will be awarded at a ceremony set to be held on June 20 at the headquarters of collaborating partner Casa de América (Madrid, Spain), in the presence of the winners and representatives of leading Spanish and Latin American corporations.

About IE Business School

IE Business School shapes leaders that promote innovation and change in organisations, equipping directors with an entrepreneurial mindset that generates employment, wealth and social well-being. Recognised as one of the world's leading business schools, IE Business School has an urban campus in Madrid and a faculty of more than 450 professors who teach students from 91 countries in master's, doctoral and executive education programmes.

IE Business School was recently honored by the Financial Times as the school with the 8th best MBA program in the world and 3rd best in Europe. Other rankings by the Wall Street Journal, Forbes, The Economist and América Economía have consistently placed IE Business School among the top 10 business schools in the world.

IE students use innovative online and onsite learning, and benefit from a network of school communities comprised of the 42,000 graduates in positions of responsibility in more than 106 countries.

About CAF-Latin American Development Bank

CAF - the Development Bank of Latin America, whose mission is to promote sustainable development and regional integration by funding public and private sector projects, providing technical cooperation and other specialized services. CAF was established in 1970 and currently consists of 18 countries, 16 in Latin America and the Caribbean plus Spain and Portugal, as well as 14 private banks and is a major source of multilateral financing and an important source of knowledge for the region. More information at www.caf.com.

About FUNDACION CODERE y CODERE

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

CODERE is a Spanish multinational group and a key player in the private gaming sector in Europe -- Spain and Italy-- and Latin America -- Argentina, Brazil, Colombia, Mexico, Panama and Uruguay. The company, which employs more than 21,100 people, is the only company in this industry that is publicly traded in Spain. Codere currently operates 54,007 gaming machines, 178 gaming halls, 1,206 sports betting shops, participates in the management of 4 horse racetracks and develops online games in Italy, where it holds the appropriate licenses. More information at www.codere.com