



Ad hoc Press Release
Thursday, July 12 2001

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betandwin.com enters into extensive co-operation with Sport1 Multimedia GmbH

- Three-year agreement with subsidiary of leading international media group (Kirch Group)
- Intensive exploitation of synergies resulting from complementary customer bases
- Additional service for sport1.at customers

Sport1 Multimedia GmbH (following "sport1.at") is a 100 percent subsidiary of Munich, Germany based Sport1 GmbH & Co KG. The company has established a name for itself beyond the confines of Germany as the leading German online sports news service. Shortly, the Austrian version of its service will be launched in co-operation with **betandwin.com** under the domain www.sport1.at. The objective is to become Austria's leading address for sports enthusiasts.

In the future, **betandwin.com**'s exclusive betting service will be integrated in all sport1.at's business areas: e-commerce, media sales and content syndication. In addition, **betandwin.com**'s betting service on the jointly branded platform will be directly incorporated in "News from the World of Sports". The service will be rounded up by an overview of betting odds, experts' tips and raffles.

"In sport1.at we have found an experienced partner with suitable target groups," comments Manfred Bodner, **betandwin.com** Co-CEO and Marketing Director. "In addition to our comprehensive range of betting services, sport1.at's know-how will enable us to offer our German-speaking customers first-class daily sports news reporting on 20,000 pages, at least 300 of which are updated every day."

"**betandwin.com** is an extremely dynamic and innovative partner ideally suited to our needs," adds Karl Wieseneder, sport1.at's Managing Director. "I am very pleased that we have been able to win Austria's largest and most experienced provider of sports betting for this venture, which will enable us to offer our customers additional premium benefits. Our objective to become the leading sports provider on the Austrian web has been given a terrific boost as a result of this co-operation with **betandwin.com**."



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betandwin.com Interactive Entertainment AG is a public company based and I-censed in Austria. The company's strategic concept is based on the pillars of betting, information and entertainment. Listed on the Vienna Stock Exchange since March 2000, betandwin.com intends to use its unique Internet presence coupled with strong strategic partnerships to become one of the world's leading online gaming companies appealing to a wide public.

*Please visit our websites at <http://www.betandwin.com>
or our WAP services at <http://wap.betandwin.com>*