

betandwin celebrates millionth customer

betandwin Group breaks magic barrier and thanks customers with campaign of millions

1. EUR 10,000 in cash
2. Successful growth strategy
3. Up to 4,000 bets placed daily EUR 10,000 in cash

The betandwin Group, continental Europe's leading provider of Internet sports betting, is giving away a million euro cents (EUR 10,000) in cash to sports fans and betting enthusiasts. Anyone placing a bet with the betandwin Group on the Internet between 15 and 31 January 2005 qualifies to take part in this unique million draw.

Betting with the betandwin Group now attracts twice as many customers as the population of Birmingham: one million people! Breaking this magical barrier is the perfect occasion to celebrate with this betandwin campaign of millions.

Successful growth strategy

"We are thrilled that our products have been so well received by sports and betting enthusiasts the world over," comments Manfred Bodner, the betandwin Group's Co-CEO, on this success. "A million registered customers is a fantastic recognition of our efforts. This is a clear mandate for us to continue our successful strategy in the future, too. We intend to expand our extensive range of bets and improve our quality even further, with the result that our customers will continue to enjoy an exciting betting experience in the future."

Up to 4,000 bets placed daily

betandwin is one of the most innovative gaming platforms on the Internet, with up to 4,000 bets placed daily for over 40

different sports, LIVE betting offers by Internet and mobile phone, more than 30 different casino games and numerous types of lotteries with drawings every minute.

Further information: Karin Klein, Corporate Communications
BETandWIN.com Interactive Entertainment AG