

betandwin to partner Red Bull Racing

betandwin, Continental Europe's leading provider of Internet sports betting on an expansion course with its sports sponsoring activities, has announced that it is to partner the new Red Bull Formula 1 racing team.

„Formula 1 is one of the most popular sports in the world, with some 800 million viewers yearly (2004),“ explains Manfred Bodner, Co-CEO of the betandwin Group. „Our involvement with Red Bull Racing is in line with our strategy of seeking collaboration with leading sportspeople, teams and events. Red Bull Racing is a prime choice for us as an online gaming provider thanks to a concept that, in addition to sporting success, consciously attaches great importance to entertainment for motor racing enthusiasts.“

The main focus of betandwin's sponsoring activities will be on Red Bull Racing's team of drivers, which will be going to the starting line in its first year with David Coulthard, Christian Klien and Vitantonio Liuzzi. The betandwin logo will be featured on the drivers' overalls, and the company will also have its sponsor logos on Austrian driver Christian Klien's headgear.