

Fortuna merges Marketing of Lottery and Sports Betting

Amsterdam/Praha - Fortuna Entertainment Group (FEG) will merge the marketing teams of sports betting and lottery into one unit as of February. The goal of this step is to increase the efficiency of marketing activities and to further exploit the synergies between Lottery and Sports Betting parts of the Group in all markets where Fortuna operates.

Zdenek Lang will become the new Marketing Director of FEG. He has been already cooperating on the key marketing activities of the company since 2006. Lenka Janouchova, current Marketing Director of Fortuna Loterie is leaving the organization and present marketer of Sports Betting, Vladan Crha, will step into a role of Director of Investor Relations of Fortuna Entertainment Group reporting to interim CEO Wilf Walsh.

“This year’s marketing priority will be a strong support of further development of the Lottery project. I thank Lenka for all we succeeded in during the last year in establishing the new lottery business. Owing to the integrated marketing communication the Loto brand knows about 75% of population now. I am sure Zdenek will follow up with the successful entrance of Fortuna into the Czech lottery market where we have gained significant market share in mere six month,” **said Wilf Walsh, CEO, Fortuna Entertainment Group.**

Zdenek Lang graduated at the Faculty of Law, Charles University, Prague and started his career as Marketing Director of Slavia Praha football club (1995 – 1998). From 1998 he worked at different local as well as international positions within WPP Group (including Mediaedge:cia). For the last two years he has been managing private company focused on sponsorship, event marketing and marketing consultancy.

About Fortuna Entertainment Group:

Fortuna Entertainment Group is a leading Central and Eastern European betting operator. The founding company FORTUNA sázková kancelář, a.s. was established in Prague in 1990. Just one year later, Terno, a.s. was founded in Slovakia. In 2005, the Penta investment group became the owner of both companies and in the same year acquired the Polish betting operator Profesjonal and gradually unified these companies under one brand.

Fortuna creates standards and determines trends on the Central European market as a result of over 20 years experience in the betting industry. The Group continues to invest in the development of new products and services while expanding the branch network and the quality of distribution channels. Fortuna currently operates more than 1,400 branches on three markets.

The Group has developed the FortunaWin online betting and gaming platform, enabling products to be offered on new markets. FortunaWin is currently providing betting and gaming products to customers in Hungary. In October 2010, the company was successfully floated on the Prague and Warsaw Stock Exchanges. The major shareholder continues to be the Czechoslovak financial group, Penta.

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