

Press Release

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Leo Van der Elst and Tom Boon are the new faces of Golden Palace.

Golden Palace, Belgian market leader of gaming halls and owner of the well-known online casino and sports betting platform goldenpalace.be, proudly announces the introduction of two new ambassadors: ex-Red Devil Leo Van der Elst and national hockey hero Tom Boon.

Together with current ambassador Walter Baseggio, Van der Elst and Boon will be representing Golden Palace at the many events organized by the group such as the fan days of STVV and RAFC, two clubs sponsored by Golden Palace. They will also regularly attend the many charity events held in the gaming halls. The online players of goldenpalace.be will be happy to know that they can look forward to weekly sport predictions from this knowledgeable trio. These tips, based on their extensive sport knowledge, will undoubtedly be read with much interest as players decide which bet to place next.

Leo Van der Elst will be the second ex-Red Devil to join the Golden Palace team, after Walter Baseggio. The ever-sympathetic ex-footballer was one of the driving forces for Club Brugge for many years and collected 13 caps for the national team. His decisive penalty goal against Spain in the 1986 World Cup which launched Belgium straight into the semi-finals, is still etched on the memory of many football fans. More recently, Van der Elst is known as a welcome studio guest for sports commentaries. His role as a coach on the RTBF show "Les Héros de la Gazon", too, was very well received.

As an avid spectator of national and international football games in Belgium and abroad, Van der Elst possesses a veritable treasure of football knowledge. Knowledge he's very much looking forward to sharing with the players of goldenpalace.be: "I've known Golden Palace for quite some time now. The fact that the group focuses more and more on football sponsoring is something I can only applaud. So naturally, I'm happy to become part of their team!", says Van der Elst.

Hockey has taken a spectacular rise in popularity these last few years, in no small part thanks to Tom Boon. As a striker for Royal Racing Club de Bruxelles and the national team Red Lions, he's an enormous asset to Belgian hockey. With Boon at the striker's position, he guided his club to four

consecutive national championship titles in indoor hockey between 2010 and 2013. At the 2013 European Championship in Boom, he was one of the key players in securing an impressive second place. His selections for the 2012 Olympics (during which the Red Lions achieved an impressive fifth place) and now again for the 2016 Olympics confirm his status as one of the best hockey players of this generation.

Boon's winner's mentality and determination are an inspiration to Golden Palace, which also thrives in taking on interesting new challenges. For Boon, Golden Palace is also a logical choice: "I love the excitement of the game and I always hunger for the win! This drive is important for online sports betting as well and I can't think of any better way to experience other sports as intensely as I experience hockey. Evidently, goldenpalace.be is my first choice to place my bets: it's the most reliable and safest website I know!", Boon says enthusiastically.

Golden Palace greatly admires the accomplishments both star players have achieved in their respective sports and is very excited to welcome them to its team as a next step to evolve further into one of the key players in the world of sports.

About Golden Palace:

With nearly 40 gaming halls spread over Belgium, Golden Palace is the Belgian market leader. The group also has its own online platform goldenpalace.be which offers sports betting, casino games and poker. Its growth from family business to an enterprise with over 300 employees has been made by possible by forming relationships of trust with both customers and law givers.

Press contact: Julie Limbos - 0476/94.54.06.