

Press release

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Wout Van Aert and Niels Albert star in new TV spot of gambling company Golden Palace.

Brussels, October 27 2014: Gambling company Golden Palace, well-known in Flanders for the sponsoring of the Royal Antwerp Football Club, Oostende Koerse and the VastgoedService - Golden Palace Cycling Team (VGSGP), is presenting its new TV campaign which will be visible on Belgian TV starting today. With the slogan 'Play Hard, bet Smart' the company, which offers sports betting, poker, virtual races and casino on goldenpalace.be, has the aim to appeal to cyclocross fans and continue its growth in Flanders that way.

"Today, our players have access to sports almost everywhere. The quantity and depth of sports content is huge for players who can now leverage this information to formulate betting strategies. This means their expectations of what a gambling site should be also changes. This clip and our new website show that we are ready to cater to the needs of this new generation of players.", says Tim Boonen, Head of Operations at goldenpalace.be.

The new TV spot was produced by Darwin BBDO, one of the most successful Belgian Advertising Agencies in Belgium and directed by photographer Kurt Stallaert, Eurobest Awards winner. The TVC features VGSGP star Wout van Aert, current U23 World Champion and Niels Albert, one of the best racer in cyclocross history now and an invaluable asset as coach.

The time at which the clip will first air coincides with the launch of the new goldenpalace.be website. This upgraded version focuses on being as user friendly as possible. Players can choose from ten thousands of bets with a few simple clicks and will automatically have games suggested to them based on their playing history and current favourite games, just to name a few examples.

"Since the launch of our website in 2012, our business model has slightly evolved along with our players' tastes and lifestyles. Today, people want to play or bet whenever they want or wherever they are and we wanted to provide them with a more relevant experience. The website revamp project was led in-house and players' feedback was taken all along the way to stay true to our values and keep the proximity with our players. Play Hard, Bet Smart!" commented Frédéric François, Head of Digital at the Golden Palace Group.

The Golden Palace Group, an established Belgian gambling operator, aims to pioneer the gambling digital revolution in Belgium with its new clip and new website.

About Golden Palace:

Golden Palace is the Belgian leader in Gaming Halls, having over 30 halls spread over Belgium. It is the first 100% Belgian and 100% legal operator and has its B+ licence since April 1, 2012. It offers sports betting, virtual races, casino games and poker on its online platform <http://www.goldenpalace.be>. The group owns 3 Gaming Halls in Flanders and aims to double this number within the next 6 months.

Starting out as a small family company, Golden Palace is now a key player in the industry with over 250 employees, enabling it to make significant environmental and charitable efforts.

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