

**07 April 2009**

## **Leisure & Gaming plc**

### **Leisure & Gaming teams up with Palermo football club**

Leisure & Gaming plc ('L&G' or 'the Group'), the AiM-listed online betting and gaming group, is pleased to announce that it has signed a contract to become the main sponsor of leading football club Unione Sportiva Città di Palermo ('Palermo').

From Sunday, 5 April, Palermo shirts will carry the logo of L&G's Italian subsidiary, Betshop Italia, as will pitch-side advertising hoardings. This sponsorship agreement will continue until the end of the 2010/2011 league and will provide a number of joint marketing initiatives between Palermo and Betshop Italia, one of Italy's leading sports-betting firms.

Riccardo Tamiro, Country Manager for L&G, comments, 'Betshop and Palermo have a shared passion for football. We also have a common goal: to create value via a partnership based on respect and mutual benefit. We look forward to playing our part in Palermo's success, both on and off the pitch.'

Gabriel Chaleplis, CEO of Betshop Group Europe, says, 'Betshop Italia is the flagship of L&G, so I am delighted that we have managed to secure sponsorship with one of the top teams in Serie A - a league which is admired throughout Europe and the world. Betshop's commitment to the thriving Italian gaming market will be strengthened by our deal with Palermo, with both partners looking forward to enjoying the rewards of our alliance.'

Finally, Richard Creed, CEO of Leisure & Gaming plc, adds, 'I believe that L&G has pulled off a significant coup by signing a sponsorship deal with Palermo, a first-class European team. In addition, I'm delighted that our partnership has commenced with a win, with Palermo moving up to eighth place in Serie A after winning 1-0 at home to Torino on Sunday.'

The Group will release its audited results for the year ended 31 December 2008, plus a trading update for the first quarter of 2009, on Wednesday, 15 April 2009. L&G plans to hold an investor presentation of these results on Thursday, 16 April 2009.

Company websites:

Leisure & Gaming: [www.lngplc.com](http://www.lngplc.com)

Palermo: [www.ilpalermocalcio.it](http://www.ilpalermocalcio.it)

Palermo's eight remaining fixtures in the 2008/09 season:

5 April:	Palermo v Torino
11 April:	Internazionale v Palermo
19 April:	Palermo v Bologna
26 April:	AC Milan v Palermo
3 May:	Palermo v Cagliari
10 May:	Siena v Palermo
17 May:	Palermo v Lazio
24 May:	Atalanta v Palermo
31 May:	Palermo v Sampdoria

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This information is provided by RNS, the company news service from the London Stock Exchange.

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