

ASSOCIATION DES PARIS MUTUELS EUROPEENS

EUROPEAN PARI MUTUEL ASSOCIATION

Press Release - Brussels – 17th September 2007

A new European Association for the promotion of the pari mutuel model on horseracing

The leading European pari mutuel/tote operators have joined to promote **their business model, the pari mutuel system, which offers a vital support to the equine sector in Europe.**

Members of EPMA are present in 10 countries, traditionally active in developing the horse races and horse breeding (Austria, Finland, France, Germany, Ireland, Italy, Norway, Sweden, Switzerland and United Kingdom). They wish to share their common concerns about developing efficient regulations taking into account the promotion of the equine sector and consumer's fairness and protection.

Bertrand Bélinguier, newly elected Chairman of the Association, wishes to open a strong **and coherent dialogue with the European and National Institutions:** "We wish to acknowledge European decision makers with the original system of pari mutuel model, its positive impact on horse racing industry and its economic benefits."

General Delegate, Florence Gras, was chosen to represent the Association in Brussels with the mission to position the Association on future EU legislation (sports, gaming, online commerce) and facilitate the exchange of best practices between the members. Florence Gras was previously Director of Euralia, a consulting company with an important experience in the management of International Associations.

Members: *Fintoto Oy – Finland, Société de la Loterie de la Suisse Romande, Unione Nazionale Incremento Razze Equine (U.N.I.R.E.) - Italy, Wiener Trabrennverein - Austria, German Tote GmbH Cologne, Germany, Trab Renn Sport AG (TRS) - Essen, Germany, Pari Mutuel Urbain (P.M.U.), Paris, France, Amministrazione Autonoma Dei Monopoli Di Stabo (A.A.M.S.) - Rome, Italy, AB Trav. Galopp (ATG), Sweden, Horserace Totalisator Board - Great Britain, Tote Ireland Limited; Foundation Norsk Risktoto, a Norwegian foundation.*

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