

## PRESS RELEASE

September 4, 2007

### Gideon Brickman to replace Shaul Schneider at ISBB and EFP

Mr. Shaul Schneider, Director General & CEO of The Israel Sports Betting Board (ISBB) and Member of the EFP Managing Committee, resigned on August 31, 2007 after 4 years in this position.

Mr. Schneider, 39 years old, led ISBB to very impressive achievements. Under his management ISBB underwent an organizational revolution that resulted in the more than doubling of both ISBB income and ISBB allocations to Israeli Sports.

We wish Mr. Schneider, who was also a Member of the EFP Managing Committee, good luck in his future endeavors and thank him for his great support and dedication to both ISBB and EFP.



Mr. Gideon Brickman, Chairman of ISBB, will be in charge of all operations of ISBB until the nomination of a new Director General and will also replace him as the company's representative to the EFP managing committee. More information on Mr. Brickman is available on the EFP website; <http://www.intertoto-cup.org/info/organisation.html>.

*Gideon Brickman, Chairman ISBB*

#### About ISBB:

ISBB is a founding member of EFP and is the licensed Israeli company to offer sports betting games, the most popular ones being the weekly Toto 16 and the daily Winner. Other games include Toto Plus, Toto-X 7/33 and Toto World.

#### About EFP:

The European Football Pool is the organization of European state lotteries participating in projects with UEFA and especially in the UEFA Intertoto Cup. As a long-standing partner of UEFA, it provides substantial financial contributions for the competition.

Read more about State Gaming Companies supporting the UEFA alliance; [http://www.intertoto-cup.org/more/uicpresseinfo03\\_e.html](http://www.intertoto-cup.org/more/uicpresseinfo03_e.html)

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