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PRESS RELEASE

Sisal Group applies for admission to listing on the *Mercato Telematico Azionario* of Borsa Italiana S.p.A

Milan, May 27, 2014 - Sisal Group S.p.A., parent company of the Sisal Group, among the main operators in the gaming and payment services business, has filed with Borsa Italiana S.p.A. a request for the admission to list and trade its shares on the *Mercato Telematico Azionario* managed and organised by Borsa Italiana S.p.A..

Deutsche Bank AG, London Branch and UBS Limited will act as Joint Global Coordinators and Joint Bookrunners. Banca IMI and UniCredit Corporate & Investment Banking will act as Joint Bookrunners. UniCredit Corporate & Investment Banking will also act as Lead Manager for the Italian public offering. Banca IMI will also act as Sponsor.

Linklaters acts as legal advisor of Sisal Group and PricewaterhouseCoopers is the independent auditor. Latham & Watkins LLP acts as legal advisor to the Joint Global Coordinators and Joint Bookrunners.

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Sisal, established in 1946, was the first Italian firm to operate in the gaming sector as State concessionaire. Since more than 65 years it is a leading actor of the Italian and Italians' history. Today, **Sisal Group**, led by the Chief Executive Officer **Emilio Petrone**, is leader in the gaming and payments and services markets, with more than 45 thousand points of sales spread capillary over the national ground. Sisal Group manages the games **SuperEnalotto**, **SiVinceTutto - SuperEnalotto**, **Vinci per la Vita - Win for Life** and **Eurojackpot**. It is active also in the sport betting business with **Sisal Matchpoint**, online through the website www.sisal.it and dedicated mobile applications. In September 2010 the firm launched the new concept retail **Sisal Wincity**, which combines entertainment and restoration, with its nine point of sales in the relevant Italian business centres. Furthermore, with **SisalPay**, innovation is at the consumer's service through easy payment methods, simple and safe for bills, phone cards, prepaid cards and more. Ever since its origins Sisal's history has been driven by a strong sense of responsibility. An undertaking embodied in a complex **Social Responsibility** strategy, declined in educational, cultural, sportive and scientific projects aiming towards the talent enhancement, the education of youngsters and the scientific research and development, together with a **Responsible Game** programme, which represents the central and distinctive element of Sisal Group's social sustainability strategy.

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Sisal Group uses the simplification regime set forth in Article 70, paragraph 8, and 71, paragraph 1, of CONSOB Regulation on Issuers No. 11971/1999, and therefore avails itself of the exemption from the duty to publish the information documents required by Article 70, paragraph 6, and 71, paragraph 1, of the aforementioned Regulation on Issuers applicable to mergers, demergers, capital increases with contribution in kind, acquisitions and sales.

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The shares mentioned in this press release have not been, and will not be, registered under the United States Securities Act of 1933, as amended (the “**Securities Act**”).

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