

Media release
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Zurich Lions at the Grand Casino Baden

Grand Casino Baden and the ZSC Lions are entering into a three-year partnership for the new ice hockey season. Grand Casino Baden is supporting the Zurich hockey club with a substantial sum and, in return, will have the opportunity to present its "Grand Casino Baden" and "jackpots.ch" brands in the ZSC stadium and the surrounding area.

For the time being, the cooperation will last three seasons and is already geared towards the 2022/2023 season: Next year, the ZSC will move into its new stadium, the Swiss Life Arena. The brand new "Home of ZSC Lions" is located in Altstetten, virtually right on the doorstep of the canton of Aargau, which, however, is not represented by a club in either the National League or the Swiss League.

"We want to attract many new fans with our fast and physical ice hockey game, especially in the catchment area of the Grand Casino Baden," says Roger Gemperle, Chief Marketing Officer (CMO) of the ZSC Lions. "The newly acquired geographical proximity will make this easier." It has long been known that many casino visitors have an above-average interest in sport. And that applies just as much to the guests of the traditional house in Baden as it does to the audience of the online casino "jackpots.ch", the online offering of the Grand Casino Baden.

"Partnerships with sports clubs have a long tradition at our casino," says casino boss Michael Böni, who, as the former head of IT security at the Asian Olympic Games, is himself very close to the world of sport. "And the ZSC Lions and the Grand Casino Baden have a lot in common in terms of the values they embody. For example, in their willingness to go the extra mile for our fans and guests."

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With this partnership, jackpots.ch, the online casino of the Grand Casino Baden, will also become the main sponsor of the ZSC e-Sports team: two years ago, the ZSC was the first ice hockey club in Switzerland to launch its own team to represent the ZSC colours in the ice hockey simulation "NHL" from EA Sports. For jackpots.ch boss Brian Christner, this is the perfect combination: "Video games and our online casino are the ideal complement: just as the ZSC e-Sports Team combines real and virtual ice hockey, we combine real and virtual casino with jackpots.ch and the Grand Casino Baden".

Further information:

Beat Lehmann Head of
Marketing

Grand Casino Baden AG, Haselstrasse 2, CH-5400 Baden

T: +41 56 204 07 12, F: +41 56 204 07 08, M: +41 79 676 06 55

blehmann@grandcasinobaden.ch www.grandcasinobaden.ch



Picture (f l n r)

Michael Böni / CEO Grand Casino Baden AG

Brian Christner / COG Grand Casino Baden AG

Roger Gemperle / CMO ZSC Lions