

32Red Launches Sports Betting Website



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32Red partner with Global Betting Exchange to offer a full sports betting service, adding another gambling product to a growing portfolio.

Award-winning online casino operator 32Red is pleased to announce today the launch of its new online sports betting service, 32RedBet.com. The launch of the 32Red betting platform means that the company's online betting and gaming portfolio now includes all major online gambling products, including casino, mobile casino, poker, bingo, rummy and spread betting.

The platform is powered by Global Betting Exchange and offers markets on all sports and events from around the globe including Football, Horseracing, Tennis and Golf. [32RedBet](#) also offers a huge range of in-play markets.

CEO of 32Red, Ed Ware commented:

"We are very pleased to be launching a 32Red online betting service ahead of what should be an interesting year with England's participation in the 2010 World Cup. Adding sports betting to our existing range of online gaming services goes a long way to completing our product range and, apart from encouraging our existing players to use 32Red for their sports betting requirements, will also allow us to target new areas in our existing markets."

32RedBet are offering competitive odds on the biggest games and tournaments for an array of different sports. A visit to the website reveals odds on the World Cup 2010, including England to lift the cup at 11/2. Visitors will also see the latest odds on the Champions League, The English Premiership, the Championship, the forthcoming Ryder Cup and more.

Head of Marketing for 32Red, Mark Quayle, added "32RedBet means players can go from thrilling [casino games](#) in the [online casino](#), playing poker to

betting on sports within just a few clicks, making 32Red the one stop destination for exciting, professional and trusted online gambling.”

About

32Red is the six times winner of the Best Casino title awarded by watchdog and player advocate, Casinomeister. 32Red is renowned for providing industry-leading levels of support to players and for its 350 casino games, including over 250 online slots, online roulette and more. Over 80% of 32Red's players are from the UK and 32Red is licensed and regulated by the Government of Gibraltar. The Company operates 32Red Casino, 32Red Poker, 32Red Mobile, 32Red Affiliates, 32Red Bet and DashCasino.com. 32Red Casino is committed to responsible gambling and ensures the company adheres fully to UK law. 32Red Plc listed on the London Stock Exchange in September 2005.

32Red:

About

Global

Betting

Exchange:

Based in Dublin, [Global Betting Exchange](#) was founded in 2000 by leading Irish businessman Dermot Desmond, and provides the technology behind BETDAQ - The Betting Exchange. GBE has leveraged this experience as the developer and operator of one of the Industry's leading betting exchanges to build a unique sportsbook platform, iBroker, which will provide 32Red with a first-class sportsbook platform and a sophisticated risk management engine.

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