



MEDIA RELEASE

Tuesday October 13, 2009

Sportingbet.com announces voluntary payment of Racing Levy and signs three-year sponsorship deal of ROA Awards.

Global bookmaker **sportingbet.com** today announced a dramatic increase in its support of British horseracing.

Already a significant supporter of racing through sponsorship, **sportingbet.com** has elected to make a voluntary payment to the Levy Board, equivalent to 10% of its gross profits on bets taken on British racing from British and European customers, from August of next year.

"An important part of our UK revenue is derived from British horseracing," said Andrew McIver, Group Chief Executive of **sportingbet.com**.

"We have recently set ourselves the goal of increasing this revenue stream and have stepped up our sponsorship activity in British racing.

We do all we can to assist the industries our customers bet on and we're delighted to demonstrate our support of the British racing industry by committing to a voluntary payment of the Levy. This equates to the statutory payments we would make if we were based in the UK and, as a mark of good faith, we are happy to go the extra mile in agreeing that the figures should undergo an audit," he said.

Coinciding with the announcement, Sportingbet joined forces with the Racehorse Owners Association in a three-year sponsorship deal. This will see the **sportingbet.com** name attached to the highly-prestigious ROA Awards evening at the London Hilton on December 3rd.

The agreement was confirmed after extensive discussions with the Racehorse Owners Association. The ROA President Paul Dixon said he was "delighted" with the outcome to several weeks' of discussions that were instigated by Council member Tony Hirschfeld.

"We hope this will set an example to other bookmakers who are either offshore or are planning to take part of their business offshore," said Dixon.

"We should do everything in our power to support those bookmakers who support British racing. We should now put the name of **sportingbet.com** in lights and help them promote their business to their British-based customers.

A very apt springboard for this promotion will be our Awards ceremony at the Hilton on December 3rd. It promises to be the best yet," Mr Dixon said.

The Levy Board Chief Executive, Douglas Erskine-Crum, also described the **sportingbet.com** decision to contribute to the levy as "very welcome news".

He said: "**Sportingbet.com** has explicitly recognised the importance of British horseracing to its business model in undertaking to pay levy arising from bets taken on our sport.

"Paying levy enhances the quality of horseracing, which in turn benefits the betting industry. It is in the betting industry's interest to develop this virtuous circle. We are continuing to work with Government as it addresses the wider betting and gaming environment but, in the meantime, we welcome sportingbet's initiative and call upon all betting operators based outside Britain to adopt the same constructive policy."

End.



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NOTES

About sportingbet.com

Company History

- Founded in 1998
- Holding licences in Alderney, Antigua and Barbuda, Australia, South Africa and the UK
- Market capitalisation of over £300m
- Recently announced intention to list on the Official List of the London Stock Exchange

Trading Information

- Over half a million customers worldwide
- Takes bets in 23 languages
- Award winning customer service team answering queries in 42 languages
- Specialising in in:play betting – accounts for 56% of all bets placed in Europe

Social Responsibility and Community-based Sponsorship

- Main supporter of HEROS – a charity dedicated to the welfare of former racehorses
- Sponsor Heather Watson - UK number 1 and World number 3 girls tennis player (from Channel Islands)
- Sponsor Guernsey marathon

Sponsorship Activity

- Support British and Australian horseracing through race sponsorship
- Shirt sponsor of Wolverhampton Wanderers Football Club, in the Premier League
- Betting partner of Portsmouth FC, in the Premier League
- Shirt sponsor of Steaua Bucharest, major Romanian football team
- Shirt sponsor of Slavia Sofia FC, one of Bulgaria's largest football teams
- Major sponsor of the Brisbane Broncos, leading Australian Rugby League team
- Major sponsor of Carlton Football Club, major Australian Rules team

Visit www.sportingbet.com and www.sportingbetplc.com for more information.