



PRESS RELEASE

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THE EUROPEAN SPORTS SECURITY ASSOCIATION CONFIRMS NO IRREGULAR BETTING IN 7 GAMES BEING INVESTIGATED BY UEFA

ESSA EARLY WARNING SYSTEM PROVES EFFECTIVE DETERRENT

Brussels, 27 November 2009 — The European Sports Security Association (ESSA), which is an early-warning system to alert sport federations about irregular betting patterns, today confirmed that none of its members found any irregular betting activities in the seven games being investigated by UEFA for match-fixing in the Champions league and Europa league competitions.

“We have carried out a thorough analysis, and I can say categorically that none of our members found anything unusual about the games released by UEFA” said Frank Mahon, the Chairman of ESSA. “We can be confident that the ESSA early warning system is not only acting as an effective deterrent to would-be match-fixers, but if they try and place bets with the licensed European online operators carrying the ESSA seal they will be caught-out” he added.

Mr Mahon continued: “However, whilst we are pleased that our monitoring system is a deterrent, we are still deeply worried by this recent trend. Anything that undermines confidence and integrity is not only worrying for the sports themselves, but is potentially serious for us. It is the gaming industry that will suffer a financial loss. There is also the reputational consequence that can be damaging to the brand and if the game isn’t clean then customers will stop betting” he added.



Gaming on the internet allows operators to monitor, register and trace every transaction even more quickly and accurately than gaming through traditional channels. Most of ESSA's members are stock-exchange listed companies based in well regulated jurisdictions in Europe. Not only do they have a responsibility to inform ESSA of any suspicious betting patterns, they are also legally obliged to inform their respective licensing authorities.

"Our members are in the business of risk management", said Khalid Ali, the Secretary General of ESSA. "Far from exacerbating the problem of match-fixing, online gaming leads to much closer scrutiny, by allowing sports federations and law enforcers access to a 'paper trail' of detailed information for investigations. We are determined to do this because no-one, least of all us, wants match-fixing to become rife in sport. This is why ESSA is offering its help and assistance to all regulatory and sports bodies in an effort to combat this menace" he added.

Since 2005, ESSA has developed a close working relationship and signed memorandums of understanding with UEFA and many other sport federations such as the IOC, the ATP and FIFA.

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About ESSA

The European Sports Security Association (ESSA) was established in 2005 by the leading online sports book operators in Europe to monitor any irregular betting patterns or possible insider betting from within each sport. To achieve this goal ESSA implemented an early warning system between its members that highlights any suspicious betting activity. The Early Warning System allows ESSA to work with the sports regulators and their disciplinary and legal department, ensuring that when an alert is given the regulator is informed immediately which may prevent the possibility of any game manipulation on a given event. So far, ESSA has signed a Memorandum of Understanding with FIFA, UEFA, EPFL, The FA, DFB,



ATP , ITF, WTA and has established close relations with the IOC and many other sports regulators. ESSA members include: Betcllic; Bet-at-Home; Boylesport; Bwin; Digibet; Expekt; Goldbet; Interwetten; PartyGaming; Sportingbet; StanJames; Stanleybet and Unibet. For more information on ESSA please go to the ESSA website <http://www.eu-ssa.org>.