

ESSA CONFIRMS NO SUSPICIOUS BETTING BEHAVIOUR DURING 2015 CRICKET WORLD CUP

Brussels, 30 March: ESSA, the regulated betting industry's integrity body, is pleased to announce that following a thorough investigation of all betting activity among its members in the run up to and during the 2015 Cricket World Cup that took place between 14 February - 29 March not one individual instance of suspicious betting activity was detected and passed onto the International Cricket Council.

ESSA, whose monitoring system was established in 2005, provides assistance to sports federations and regulators by sharing intelligence from its network of leading bookmakers on any suspicious betting behaviour.

About ESSA

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, The FA, DFB, ATP, ITF, WTA and has established close relations with the IOC and many other sports regulators.

ESSA members include the ABB, Betcllc; Bet-at-Home; Betsson, Bet365, BetVictor, bwinparty; Digibet; Expekt; the Hong Kong Jockey Club, Interwetten; Ladbrokes; PaddyPower; PMU, Sky Bet, Stanleybet, Unibet and William Hill.

For more information on ESSA, please visit ESSA's website at www.eu-ssa.org or visit us on [Twitter](#).

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