

Sky Bet becomes ESSA member

2 February 2015: Major online gambling operator Sky Bet has joined ESSA, the regulated betting industry's integrity body. Sky Bet has significant links to sport through a variety of platforms and is currently the main sponsor of the English Football League, helping to drive its international betting operation. The addition of Sky Bet brings ESSA's membership to 18 and further enhances the organisation's ability to detect, deter and report corrupt sports betting within the regulated sector.

"I am delighted that Sky Bet has decided to join ESSA," said Khalid Ali, Secretary General of ESSA. "It is a well-known brand and is an important addition to our evolving membership as we enter what will be yet another important year in the sports betting integrity debate. Sky Bet's input will further enhance ESSA's ability to fully represent and reflect the regulated betting sector's position at important national and international sports betting integrity discussions."

"ESSA sets the standard with regard to sports betting integrity reporting practices and we are joining an association which is effective, globally recognised and includes the majority of the market leaders in regulated sports betting," said Tim Bishop, Director of Trading & Operations for Sky Bet. "In short, ESSA provides the best platform from which to engage with other stakeholders to combat an international cross-sector threat."

ESSA is continually striving to improve its reporting and early warning systems and has invested in cutting-edge technology to ensure that it provides an effective, flexible and robust integrity platform. It makes the association uniquely equipped to deal with sports betting integrity issues. ESSA also continues to play an important role as the regulated betting sector's representative body at national and transnational match-fixing policy deliberations. It holds positions on working groups at the European Commission, Council of Europe and the International Olympic Committee (IOC).

ESSA Chairman, Mike O'Kane, will be speaking on sports betting integrity and match-fixing issues at ICE's BetMarkets conference from 2.50pm to 3.30pm on Tuesday, 3rd February.

END

Notes for Editors

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. ESSA has information sharing arrangements with: the IOC, FIFA, The FA, DFB, ATP, ITF and many other sports, as well as regulators such as the British Gambling Commission. ESSA members include: ABB, Bet365, Betclix, Bet-at-Home, Betsson, BetVictor, bwinparty, Digibet, Expekt, Hong Kong Jockey Club, Interwetten, Ladbrokes, Paddy Power, PMU, Sky Bet, Stanleybet, Unibet and William Hill.

For more information see ESSA's website at www.eu-ssa.org or visit us on twitter: @ESSA_Betting

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