

# 32Red's Latest Acquisition Joins the World's leading Poker Network

Submitted by: pr-sending-enterprises

Monday, 23 October 2006

---

BetDirect has become the latest big name to choose Microgaming software for its poker and casino products, following its acquisition by 32Red Plc. The news means that BetDirect Poker becomes part of the Microgaming Poker Network with immediate effect.

BetDirect (<http://www.betdirect.net>) brings the total number of new poker and casino operations that have joined the Microgaming portfolio in 2006 alone to nearly twenty. Microgaming will be making further announcements in the final quarter which will confirm its status as the fastest growing poker network on the web.

BetDirect launched in 1998, quickly establishing a first rate reputation for excellent customer service and regular cashback offers and concessions, as well as for innovative marketing and great on-site offers, including some of the best sign up bonuses and regular deposit bonuses in the industry. Through its simple 'single wallet' approach, players are easily able to access a full range of betting services, including casino, poker and sports betting, through just one account.

Ed Ware, CEO 32Red (<http://www.32Red.com>), comments, "Microgaming's consistent track record in providing quality software for both casino and poker enables us to deliver a first class service to our customers, thus it was a natural choice for us."

Roger Raatgever, CEO, Microgaming, adds: "We are delighted to be attracting a front rank operation such as BetDirect and fully believe this is a reflection of the success we have achieved with 32Red to date."

- Ends -

Notes to Editors:

About BetDirect

Bet Direct Ltd ("BetDirect") is a wholly-owned subsidiary of 32Red Plc ("32Red"). 32Red is listed on the AIM market of the London Stock Exchange, and operates the award winning online casino (<http://www.32Red.com>), as well as one of the UK's favourite online poker (<http://www.32RedPoker.com>) rooms.

About 32Red

32Red is an award-winning online casino and poker operator licensed, regulated and based in Gibraltar. For the past 3 years 32Red has been awarded 'Best Casino' by Watchdog and Player Advocate site Casinomeister.

The Company attracts players from around the world but has a predominantly UK player base, with 83% of customers at 32Red.com and 32RedPoker.com registered as coming from the UK & Ireland.

Enquiries:

32Red Plc

Tel: 00 35 049 396

Ed Ware, Chief Executive

Ed Andrewes, Development Director

Email: [general@32red.com](mailto:general@32red.com)